

Culture through the lense of gastronomy – Gastronomy-related programmes of the Veszprém Balaton 2023 European Capital of Culture

Kultúra a gasztronómia tükrében – fókuszban a Veszprém-Balaton 2023

Authors: Sulyok Judit¹ – Kanizsai-Nagy Dóra² – Porga Boróka³

The range of tourist experiences linked to gastronomy is closely linked to the cultural values of a destination. As good practice, the Veszprém-Balaton 2023 European Capital of Culture programme highlights that the presentation of gastronomic values can be implemented in a wide variety of ways, from free events attracting a great volume of visitors, to limited-capacity cooking classes and restaurants offering local products, all of this is in line with gastronomic and tourism trends. The data about visitor flows show the justification for this broad spectrum, which, in addition to showcasing local values, also give visitors to Veszprém and Lake Balaton 2023 a glimpse of gastronomy from other cultures. The focus of this study is to evaluate the gastronomic offer and to present the characteristics of the demand side based on the monitoring data.

A gasztronómiához kapcsolódó turisztikai élménykínálat szoros kapcsolatban áll egy-egy desztináció kulturális értékeivel. A Veszprém-Balaton 2023 Európa Kulturális Fővárosa programsorozat mint jó gyakorlat felhívja a figyelmet, hogy a gasztronómiai értékek bemutatása nagyon sokrétűen - a tömegeket vonzó ingyenes eseményektől a limitált kapacitással megrendezett főzőkurzusokon át a helyi termékeket kínáló vendéglátóhelyekig – valósulhat meg, igazodva a gasztronómiában és a turizmusban jellemző trendekhez. A programsorozat eredményei mutatják ezen széles spektrum létjogosultságát, aminek során a helyi értékek bemutatása mellett más kultúrák gasztronómiájába is bepillantást nyerhettek a 2023-ban a Veszprémbe és a Balaton térségébe érkezők. Jelen tanulmány fókuszában a gasztronómiai élménykínálat értékelése, valamint a monitoring adatok alapján a keresleti oldal jellemzőinek bemutatása áll.

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1. Introduction

Nowadays, gastronomy plays an increasingly important role in everyday life and in leisure travel. Gastronomy tourism is becoming increasingly popular, with food and drink being an integral

part of the tourist experience (UNWTO 2017). There is a growing trend towards gastronomy tourism (NAGY et al. 2021), driven by external influences related to food and food-related activities, and generally to the evolution of tourism. Health consciousness (NAGY et al. 2021) and the sustainability of the food industry (DEBRECENI-FEKETE-FROJIMOVICS 2021, TÓZSÉR-ILYÉS 2023) are coming into focus. In addition to being *trendy*, gastronomy can also be seen as a *hobby for millions*, with many media, social media sites, blogs, etc. with successful operating. Influencers also have an impact on the hospitality industry

¹ senior research fellow, University of Pannonia Balaton Tourism Research Centre, sulyok.judit@gtk.uni-pannon.hu

² monitoring officer, Veszprém-Balaton 2023 Jsc., dora.kanizsai@veszprembalaton2023.hu

³ monitoring assistant, Veszprém-Balaton 2023 Jsc., boroka.porga@veszprembalaton2023.hu

as a sector and on potential consumers. However, this impact is not necessarily positive, as YU and SUN (2019) point out in their study that in many cases, only high-quality gastronomy is presented on social media, resulting in consumers perceiving gastronomic experiences as expensive.

Even though eating out is not accessible to everyone – according to Eventrend's 2024 survey, 80% of the adult Hungarian population visits a restaurant at least 1-2 times a year⁴ – there is a growing demand for special gastronomic experiences (NAGY et al. 2021) and eating out is considered enjoyable and entertaining (SZAKÁLY 2023). The experience of dining out and eating together also has a positive impact on smaller and larger communities.

Exploiting the potential of gastronomic assets can also have a significant economic impact for a tourist destination, such as a popular restaurant, a gastronomy festival or a local product. While the growing interest in local products is identified (MADARÁSZ et al. 2021), developing and maintaining a range of products based on local ingredients is often a challenge for restaurants (CSAPODY 2023).

Culinary arts also play a mediating role between cultures. It is also at the interface of culture and gastronomy that food often plays a diplomatic role, helping to promote understanding and acceptance between cultures (UNWTO 2017), and when travelling for leisure, learning about cuisines also serves to explore the destination (TÓZSÉR-ILYÉS 2023). In the light of these trends, the main objectives of the current study are as follows:

- To evaluate the main gastronomy-related events and programmes of the Veszprém-Balaton 2023 European Capital of Culture programme (hereafter: VEB 2023) in the light of the trends in gastronomy tourism and the objectives of the European Capital of Culture programme.
- Exploring the characteristics of the demand side as a case study: evaluation of the attendance of gastronomic events in the framework of VEB 2023, including the gastronomic elements of the InterUrban programme, and the number of visitors registering for these events.

2. Literature review

The broad understanding of gastronomy tourism is reflected in academic research, with tourism researchers approaching the subject from a variety

of angles. Changes and trends in gastronomy tourism are also discussed in the studies, and tourism researchers pay increasing attention to the subject, which is accompanied by an increase in the number of scientific publications with a gastronomy tourism focus. KUHN et al. (2024) identify the following main areas of gastronomy tourism research: 1) development, innovation, 2) restaurants, experiences, authenticity, 3) creative city, gastronomy attraction, 4) experience, image, shared experience, and 5) the link between gastronomy and culture, street food. For the present study, the results of previous studies related to the following main pillars are relevant and consulted: the role of gastronomy in the image and marketing of a destination, and the characteristics of gastronomy as a tourist experience.

The World Tourism Organisation (UN Tourism) defines gastronomy tourism as “a type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.” (UNWTO and BASQUE CULINARY CENTER 2019:8). In line with this definition, the gastronomic events of the Veszprém-Balaton 2023 European Capital of Culture programme cover a broad spectrum of tourism interpretation, often building on the active involvement and participation of visitors.

The focus of gastronomic tourism is mostly on local, authentic attractions. Accordingly, resources for culinary tourism include gastronomic heritage, local products and producers, the hospitality industry, gastronomy-related businesses, markets and marketplaces, gastronomy-related attractions, events and festivals, and gastronomy-related educational institutions and research centres (UNWTO 2019). The gastronomic values of a destination can be based on traditions and typical local products, such as ham in Spain (SÁNCHEZ-CUBO et al. 2023). At the same time, there is a significant interest in fast food and fine dining experiences when visiting a destination (PINKE-SZIVA et al. 2025). The cultural, community dimension of gastronomy is strongly reflected in traditions such as the Swedish *fika* (coffee with a small cake) (ÖBERG et al. 2024). Overall, high-quality gastronomy tourism involves conscious eating, the use of quality ingredients, and the

⁴ <https://turizmus.com/cikk/vendeglatas/a-hazai-vendeglatas-titkai-ki-hol-mennyit-es-miert-kolt> (July 1, 2025)

emphasis on local values and characteristics (KOVÁCS–HORECZKI 2024).

In parallel with the diversity of gastronomic offerings, the motivations of visitors are also heterogeneous, with a significant increase in interest in food markets, festivals, cooking classes and gastronomic tours (PINKE-SZIVA et al. 2025), which draws the attention of decision makers to the importance of meeting specific needs and preferences (RECUERO-VIRTO-ARRÓSPIDE 2024). In general, gastronomy can be understood as a main motivation for leisure travellers and as an activity during a trip. For the latter, the World Tourism Organisation report (UNWTO 2019) distinguishes between the level of importance of gastronomy during the trip. Overall, gastronomic tourists are more active nowadays (PARK-WIDYANTA 2022). As a result of the desire for authenticity, travellers are also keen to be part of the experience themselves (YOO et al. 2022), which may mean, for example, participating in the preparation of a dish. Involving participants has a positive impact on quality of life, including subjective well-being, and enhances the educational dimension and knowledge transfer (YOO et al. 2022). It also promotes the involvement of local producers and the development of local communities through gastronomy (TÓZSÉR-ILYÉS 2023). Typically, active participation is required in the increasingly popular cooking courses (UNWTO 2017) that provide a more memorable experience, a deeper insight into the culture (YIGIT 2022).

For tourist destinations, gastronomic offerings can be beneficial in several ways, such as positively influencing the image of the destination (UNWTO 2017), especially in the case of high-quality gastronomy experiences (RECUERO-VIRTO-ARRÓSPIDE 2024). Gastronomy is a popular feature of tourism marketing, thus reinforcing the attractiveness of the destination (FUSTÉ-FORNÉ 2018). In addition to the role of gastronomy in the visitor experience (QUIGLEY et al. 2019), local food and drink also strengthen the identity of local communities (RECUERO-VIRTO-ARRÓSPIDE 2024).

3. Veszprém-Balaton 2023 European Capital of Culture

The primary aim of the Veszprém-Balaton 2023 European Capital of Culture (ECoC) programme was to showcase the diversity and richness of cultural heritage. As well as emphasising and highlighting the values of the region, the programme has also continued to reinforce the sense of belonging of nations to the European cultural area. The initiative

is based on Decision 2014/445/EU, which stressed that the aim of the ECoC programme is not only to preserve and showcase cultural heritage, but also to promote sustainable urban development through culture. The legislation defined that the cities selected under the programme had to pay particular attention to promoting social cohesion, strengthening European identity and intercultural dialogue. In addition, the ECoC gave priority to the community-building power of culture, promoting the cohesion of local communities and strengthening their identity (EUROPEAN UNION 2014).

The programme was designed not only to boost cultural life, but also to support the economy and urban development. By winning the title, cities have increased their international profile, attracting significant tourist activity, while locals have benefited from a renewed cultural offer and a revitalised community life. The ECoC has also contributed to the long-term sustainable development of the region while promoting the integration of culture and creative industries into the local economy. The programme has had a significant economic and urban development impact, while transforming the participating cities into attractive tourist destinations.

Veszprém and the region are committed to the development of sustainable tourism, especially in the framework of the European Capital of Culture 2023 programme. In terms of sustainability performance, it has made energy efficiency, waste reduction and biodiversity conservation a priority, while also prioritising the preservation of cultural heritage. Local communities have played an active role and have prioritised the preservation of traditions that have contributed to strengthening the city's identity. A transparent and goal-oriented tourism management strategy has been followed, paying particular attention to local interests, promoting responsible visitor behaviour and minimising the harmful effects of mass tourism (GREEN DESTINATIONS 2023).

To promote sustainability, Veszprém has also developed recommendations such as the *Towards Sustainability – Recommendations for Event Organisers* handbook, which provided practical guidance on sustainable event management. The handbook paid special attention to the use of environmentally friendly solutions, waste reduction, the promotion of green transport solutions and the active involvement of local communities, thus supporting long-term sustainable development (VESZPRÉM-BALATON 2023 JSC.).

The core values of the Veszprém-Balaton 2023 European Capital of Culture (ECoC) programme

included community building, volunteering, respect for tradition, innovation and sustainability. Along these values, the programme has implemented complex, comprehensive initiatives that have contributed to the development of the region not only culturally, but also socially and economically.

The aims of the programme were to strengthen social cohesion, to build links between different social groups and to strengthen local communities. In doing so, it has contributed to dialogue between social groups, helping to create an inclusive society in which everyone has a place. The ECoC programme encouraged the active participation of community members, involving them in the organisation and implementation of programmes. In doing so, it has increased the commitment and responsibility of locals to their communities, strengthening social cohesion and commitment to common goals.

The programme has paid particular attention to the presentation and preservation of local cultural heritage and traditions, helping to ensure their survival and transmission to future generations. In doing so, it has strengthened local identity and pride and contributed to preserving and respecting cultural diversity. This care for traditions was important not only from a cultural point of view, but also from an economic and tourism point of view, as an authentic and strong local identity made the area attractive to visitors and potential investors.

The ECoC programme has supported innovative initiatives and creative solutions that have contributed to the cultural and economic development of the region. This has included the production of new markets and intellectual products, stimulating demand for the region and helping to diversify the economy. By combining innovation and tradition, the programme has helped to develop the cultural and creative industries of the future, while increasing the region's competitiveness.

The programme has been committed to environmental, economic and social sustainability, striving to ensure that developments are sustainable in the long term and of value to future generations. Sustainability has been taken into account at all levels of the project, including environmental sustainability aspects in the organisation of events and the delivery of programmes. In addition, the programme aimed to strengthen the local economy in the long term, based on sustainable production, green technologies and the effective use of

resources. The regional cooperation was catalysed by the Veszprém-Balaton 2023 Competitiveness Framework (Figure 1).

Figure 1
Territory of the Veszprém-Balaton 2023
European Capital of Culture



Source: VESZPRÉM-BALATON 2023 JSC.

4. Veszprém-Balaton 2023 gastronomy-related programmes

In the European Capital of Culture 2023 (ECoC) programme, gastronomy has been given a special place, reflecting the cultural diversity and culinary heritage of the region. The project has launched several initiatives to promote and develop local gastronomy, which fit perfectly with the concept of *unusual density of good things*, as set out in the bidbook. In the *Collection of Values*⁵ of Veszprém-Balaton 2023, which supports its legacy and the preservation of its heritage, there are six categories to search, with several of the events/festivals categories being related to gastronomy. The region itself has a significant gastronomic including wine tourism value and experience. The gastronomic character of the region is also confirmed by the fact that 66 restaurants nationwide have been awarded a Michelin star/award, 23 in Budapest, 12 in Veszprém county and 3 in Somogy county, so more than one fifth of all restaurants with such a rating operate in the Lake Balaton region. Wine tourism is the flagship of the Balaton destination's gastronomic attractiveness and capacity. This is based on the Balaton Wine Region, which includes 6 historic wine regions out of 22 in Hungary and

⁵ Veszprém-Balaton 2023 Collection of Values: <https://ertektar.veszprembalaton2023.hu/en> (June 15, 2025)

accounts for around 15% of the country’s vineyard production, with unique characteristics such as volcanic wines (Badacsony, Somló).

Balaton Wine & Gourmet is the biggest gastronomy venture of the Veszprém-Balaton 2023 European Capital of Culture event series, where, in addition to providing an international outlook, the focus is on the region and the country’s cultural heritage, winemaking traditions and the increasingly exciting present and future development of gastronomy. The festival was launched in 2022, with a rich programme of events aimed at the public and professional visitors interested in gastronomy and wine culture and celebrating the diversity of the wineries and gastronomy of the Balaton region. The festival aims to showcase the excellent wines of the wine regions around Lake Balaton, as well as local and regional gastronomic specialities. In addition to national exhibitors, Japan and Spain were the guests of honour in 2022, France in 2023 and Italy in 2024. During the event, visitors can taste local wines at the wineries’ stands, while enjoying delicious meals and specialities from restaurants and chefs. Festival programmes include musical

performances, master classes, cooking shows and other cultural activities that make the event even more attractive to visitors. The event is one of the highlights of tourism in the Lake Balaton region, promoting local producers and businesses.

Bakony Expo focuses on the cultural values of the region, highlighting the traditions, folk customs, local products and crafts of Bakony and Lake Balaton Uplands. The event aims to preserve and create value, with the intention to entertain and educate. It is also important to link local values and offers with demand, thus promoting Veszprém and the Bakony-Balaton region. The event is attended by thousands of visitors, families and groups of friends every year. In the Veszprém Arena, the three-day craft fair is accompanied by a continuous programme of cultural and value-added events. Visitors can enjoy music, art, gastronomy and children’s activities on the square in front of the Arena. Each year, the event chooses an ingredient to use in the preparation of the dishes and as a theme for the performances.

The local market *Óváros piac* is a bi-weekly event that takes place in the Old Town of Veszprém. The

Table 1

Gastronomy experiences of the Veszprém-Balaton 2023 programme

	<i>Rozé, Rízling and Jazz Festival</i>	<i>Bakony Expo</i>	<i>Balaton Wine & Gourmet</i>	<i>Long Table Picnic</i>	<i>Óváros Market</i>	<i>InterUrban cooking classes</i>	<i>Street Management Programme (e.g. Káriszt, Papírkutya, Wine & Vinyl)</i>
Main features							
<i>First year of organization</i>	2011	2013	2022	2023	2021	2023	2021
<i>Entrance</i>	Free	Paid	Paid	Free	Free	Free	Free and /or paid
<i>Location or event</i>	Event	Event	Event	Event	Event	Event	Location and event
<i>Visitor involvement</i>	Passive	Passive	Passive and active	Passive	Passive	Active	Passive and active
<i>Regularity</i>	Occasional	Occasional	Occasional	Occasional	Regular	Regular	Regular and occasional
<i>Integration of local values</i>	Yes	Yes	Yes	Yes	Yes	No	Yes
<i>Presentation of other cultures</i>	Partially	No	Yes	Yes	No	Yes	No
Link with ECoC values							
<i>Community building</i>	Yes	No	No	Yes	No	Yes	Yes
<i>Volunteerism</i>	Yes	No	Yes	Yes	No	Yes	Yes
<i>Traditions</i>	-	-	-	-	-	-	-
<i>Innovation</i>	-	-	-	-	-	-	-
<i>Sustainability</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Source: own editing

aim of the market is to promote local products and craftsmen and to create a community shopping and consumption experience. As well as shopping, the event offers a variety of activities, gastronomic demonstrations and other experiences. The event is designed to give visitors a longer stay while learning about local producers and wineries. The ongoing development of the market provides a modern, comfortable and aesthetic environment for shoppers and vendors.

In summary, the gastronomic experiences offered by the Veszprém-Balaton 2023 programme series are in line with the trends in gastronomy and gastronomy tourism and support the objectives of the ECoC programme (Table 1).

5. Monitoring gastronomy-related events

5.1. METHODOLOGICAL INFORMATION

The monitoring of the Veszprém-Balaton 2023 European Capital of Culture programme has been supported by a real-time monitoring system based on a number of data sources and will continue to be ensured after the end of the year, in order to measure the longer-term impact.

Within this complex system, the number of participants in a gastronomic experience is reflected by several indicators. For example, in the case of free events, the number of visitors in the city centre of Veszprém during the given period can be analysed (this can be seen from the mobile phone data). For events requiring registration (e.g. cooking courses), the number of registrants was tracked. And for events that are ticketed (e.g. Balaton Wine & Gourmet), the number of tickets sold is a good indicator of interest. In the case of the Long Table Picnic (Hosszúasztal Piknik), described as a good practice in this study, pre-registration provides a guide for monitoring interest.

It is important to note that the values used in the analysis are extracted from geolocation data of mobile phone users provided by a telecommunications service provider. The number of subscribers in the domestic mobile operator market (the area under study is the city centre: Kossuth utca – Óváros tér – Vár area). Mobile phone user data provided by a domestic telecommunications service provider is scaled proportionally according to the company's market share to produce an estimate representative of the national population. Furthermore, if the number of a certain visitor type was less than 10 in a given hour, the exact

value was not available (masked with <10 due to relevant GDPR regulations).

In the case of the InterUrban programmes, focusing on gastronomic events, the registration data presented in this study provide information on the characteristics of the participants, such as where the visitor came from (based on postcode of residence), and where they heard about the event (open question). In addition, knowing the time of registration allows us to determine how much earlier the registration was compared to the event and how long it took for the free places to be used up due to limited space. A total of 530 registrations were received for InterUrban events, of which 165 registered for a gastronomic event. Of the 165 registrations, a total of 100 e-mail addresses were registered. The e-mail addresses were anonymous in the analysis and cannot be identified. A total of 12 gastronomic events took place during the year, of which seven were hosted by Veszprém and five by Hévíz. This study addresses the characteristics of those registered for the events in Veszprém.

5.2. VISITOR FLOW TO VESZPRÉM

The general interest in gastronomy is shown by the significant increase in the number of visitors to Veszprém at the time of a major event. The mobile cell information clearly shows that during the month of July, the number of visitors to the city centre in the evening (between 18:00 and 06:00) increased significantly during the Rozé, Rizling and Jazz Festival (and Veszprémfest). This free festival, which was 15 years old in 2025, has a significant impact even in the summer months, which is otherwise the high season. In terms of segments, most of the visitors come from Veszprém and the surrounding area, meaning that this event also plays a role in the life of the local community, providing an opportunity to meet people, going beyond gastronomic and cultural experiences. The visitor figures for Budapest indicate the tourism potential.

5.3. REGISTRATIONS TO INTERURBAN GASTRONOMY EVENTS

The InterUrban series of events brought the cultures of 29 foreign, invited cities and 25 countries to life through dance, music, visual arts and gastronomy in two-week rotations, with 150 events over 50 weeks. The programme included cooking classes, workshops and gastronomy lectures, all free of charge with advance registration (Table 2).

Table 2
Registration for InterUrban gastronomy events

Event	Type	Number of registrants (persons)
Italian cooking class (Veszprém)	cooking class	15
Tapas workshop (Veszprém)	workshop	16
Greek cooking class (Veszprém)	cooking class	14
Macedon cooking class (Veszprém)	cooking class	15
Coffee tasting (Veszprém)	presentation and tasting	17
Hamamatsu cooking class (Hévíz)	cooking class	14
Tea ceremony (Veszprém)	presentation	38
Slovak cooking class (Hévíz)	cooking class	8
Israeli cooking class (Hévíz)	cooking class	8
Israeli cooking class (Hévíz)	cooking class	13
Austrian cooking class (Hévíz)	cooking class	8

Source: own editing based on VESZPRÉM-BALATON 2023 JSC. data

The maximum number of people registered for a gastronomic programme depends on the capacity available (how many people can actively participate in a certain programme), and the gastronomic experience itself requires a smaller number of people. In line with the objectives of Veszprém-Balaton 2023 and the trends of the European Capital of Culture programme in recent years and decades, it can be observed that most visitors came from Veszprém and the region. More than two thirds of the registrants were from Veszprém, while another 30% came from the surrounding area. The proportion of those who indicated a postcode in the capital was only 3%. Social media, followed by friends and acquaintances play a leading role in informing people about gastronomic events. More than three quarters of registrants heard about the event by name on Facebook, while a further 18% found out about the event through friends and acquaintances. Some mention was made of the communication related to VEB 2023 (such as the app or the programme booklet). The popularity of the gastronomic events is shown by the fact that all the programmes studied were fully booked in one or two days. Regardless of the date of the event, social media presence proved to be decisive, with three of the seven programmes having all registrations on the same day. The first events (Italian cooking course, tapas) had the *longest* registration period, but again, the registration period was four and eight days, respectively.

5.4. LONG TABLE PICNIC

The Long Table Picnic in Veszprém, in the Séd Valley, is one of the highlights of the European Capital of Culture programme and has since become a tradition. Every year, the whole region gathers around a one and a half kilometres-long table, where the flavours, drinks and food of the region are presented. The picnic includes the Regional Flavours Competition, where the tables are evaluated by a panel of jury. The flavours of the Bakony and Lake Balaton reflect the biodiversity and traditions of the region, strengthening the identity of local communities.

The number of registered participants in 2023 was 4223, decreasing to 1627 in 2024 and 1049 in 2025. The downward trend in registration figures is because registration was compulsory in 2023, but not in the following years. Based on the registration data, Veszprém is always the source market with the highest number of participants. Many people also come from the regions of Balatonalmádi, Herend, Veszprémfajsz and Tapolca. The guests usually come in groups of 2-5 people, but the smaller neighbouring settlements tend to sit together in groups of up to 10 people (VESZPRÉM-BALATON 2023 JSC.).

The idea for the Long Table Picnic was inspired by the 2022 European Capital of Culture Kaunas Community Event, the Courtyard Festival, which is held in May each year. The concept is similar, with an event along a kilometre-long communal table set with white tablecloths in *Laisvės aleja*, where participants arrive with their own food and furniture.

6. Conclusions

The link between culture and gastronomy is relevant for the European Capital of Culture programme, reflecting current trends in gastronomic tourism. In line with the objectives of Veszprém-Balaton 2023, the diversity of the gastronomic programmes ensured that these experiences were attractive and accessible to a wide range of target groups. In addition to events and festivals with a larger capacity and free admission, programmes related to a more specific area of gastronomy or with the active participation of visitors provided even more memorable experiences. The series of events served to raise public awareness, promote gastronomic values and strengthen the identity and bonds of local communities. This included not only local values but also gastronomy from other cultures, which strengthened intercultural understanding.

The study on the gastronomic aspects of the Veszprém-Balaton 2023 programme series reflects the results of previous research in several points and extends the research results and knowledge related to gastronomic tourism. The gastronomic experiences offered during VEB 2023 fit well with trends in food and tourism, such as experientialism, education and awareness-raising, and visitor involvement. The fact that a gastronomic programme can also be a motivation in its own right is shown by the fact that the number of visitors to Veszprém has increased significantly in certain periods. Another important finding is the role of social media in the case of gastronomic programmes, which in the case presented here (namely cooking courses) is also a key factor in resource planning and preparation. The *power* of social media is shown by the fact that registrations were filled in a very short time. Even though previous research has focused on gastronomy tourism based on local values, there is also a significant potential for intercultural communication and understanding through experiences that provide visitors with an insight into the gastronomy of other (non-local) cultures.

A limitation of the study is that the European Capital of Culture programme has been of particular interest to the region under study, so the impact of gastronomy is difficult to isolate. This leads to the potential for future research and research areas. A more detailed survey of the participants in the gastronomic programmes of the VEB 2023 could be relevant, as well as a longer-term analysis of the impact of the programme. For other ECoC cities and regions, an analysis of the gastronomic offer could validate the impact of gastronomic trends on these programmes.

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