

## Cooking Schools as a Tourist Attractor

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**Abstract:** In the abstract they consider the findings of the research concerned with the detection of the new forms of attracting the tourist’s interest in the conditions of saturation of the modern market for services including tourist ones. Under such conditions the CEM concept (Customer Experience Management) gains steam. At the initial stage of research the procedural and analytical framework included the ideas established in the paper “More than satisfaction: evaluation and management of the customers’ impressions” published by the Verint Systems Inc. in 2010. According to Helen Murray, the director of Consulting, more than half of those surveyed (56%) confirmed that there is a way to improve the customers’ impressions. In addition, about quarter of the respondents (27%) believes that in order to gain the victory it is needed to move further on since improvement of the customers’ impressions yet does not mean the end. This process shall be considered as the result of efforts to manage the customers’ behavior generating the most valuable business assets- loyalty, recommendations and profit. Within the framework of development of theory and skills of the customers’ behavior management it becomes even more obvious that for a modern tourist the so-called “concept” of a tourism product gains in importance and not only its content in the conventional form, i.e., well-ordered task-oriented assembly of services provided by the tour operators, travel agencies, transport companies, hospitality and catering systems, entertainment enterprises, etc. The subject of the study was represented by the “conceptual” tourism products the core of which is constituted by the cooking schools and their services. [1].

**Key words:** Conceptual tourism product • Cooking schools • Tourist attractor • Customers • Impressions management • Customer immersion • Involvement • Authentic (genuine) food packages

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### INTRODUCTION

**Research Methods and Procedure:** In order to solve the tasks that have been set within the framework of the research activities the following methods have been used: analysis of the Internet-documents (with the search depth up to 10 issue-related links according to a request for a web search engine) and the ranking score method.

**Research Tools:** Ordinal scale, interval scale, ratio scale.

**Findings Obtained:** The heart of tourism, its driving force is represented by the objects which are attractive to the customers: unique natural formations (canyons, cliffs,

waterfalls, seas), beautiful cities, national and religious holidays, large entertainment and sports events, national parks, museums, trade fairs, casinos, etc. The cooking schools are becoming one of the new and promising objects of attraction. Such objects of attraction are increasingly frequently called attractors.

The term “attractor” (to attract (eng.)) is widely used in different areas of science and technology. Searching, finding and engagement of the new attractors objectively ensures the tourism development and increase in the tourist flow to certain local areas [2-5].

The cooking schools are the facilities located within a certain area that are featuring various assortment offers (list of services) that are of

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some interest for the customers and thereupon form the purposes of visiting the objects of attraction.

At the given stage of research there was made a rating of the cooking schools of the world activating the tourist movement of the Russian citizens according to the secondary sources. The following criteria have been taken for the rating basis:

- Reference to the cooking school in the 10 issue-related links generated by the search engines (yandex, google);
- Information about the course duration;
- Information about the course price;
- Presence of the positive feedback (not less than 3 positive comments provided by the Russian customers);
- Statement of the competitive advantages or additional valuable effects of the school services for the customers;
- Presence of the “marketing edges”;
- Possibility of the “direct communication” with the school representatives.

Based on the above-stated the rating was made as follows:

- The “Cook King” school, location: Vevey, Switzerland. Brief description – the program is based on the “distinguished coaches” both on the Russian and Swiss part; competitive selection of the takers, course duration – 7 days, established slogan “These is the advanced course for the practicing gourmets”.
- The “Raw Garden” school, location: Riga, Latvia. Brief description – 1-day program is accompanied by the education rawism program, established slogan “Raw vegetables are cool and almost undying”; additional valuable effect for a customer – own confectionery where the products are made without the use of gluten, health products store and a bar.
- The ICIF school, location: Costigliole d’Asti, Italy. Brief description – a large international school both for the professional cooks and amateurs; programs – from comprehensive courses for the chefs (master courses) to short themed courses with the duration up to few hours; additional valuable effect for a customer – is located within the genuine castle on the territory of which there are collections of olive oil and wine samples.

- The “Four Seasons Bali Cooking School”, location: Jimbaran, Bali. Brief description- school at the hotel, focus on the three cooking aspects- Bali cuisine, Indonesian cuisine and Asian cuisine in whole; additional valuable effect for a customer- the working language of the school is English, but the Russian-speaking guests are provided with a personal accompanying interpreter, the children may enjoy activities for young confectioners.
- Culinary trips at the Julia Vysotskaya school, location: France, Italy. Brief description – the program is based on the distinguished coaches; additional valuable effect for a customer – visiting enterprises making the authentic (genuine) products.
- The “Delicious Istanbul” school, location: Istanbul, Turkey. Brief description – a program popular with the people at large, obligatory attendance of the Turkish market, stories about the little tricks of the Istanbul housewives and historical references; additional valuable effect for a customer – individual programs available on request.

Summary. Integration of the cooking schools in the tourism area allows enhancing the synergy effect at the local markets by increasing demand for the “authentic (genuine) food packages”, the “place-traditions-cuisine” format applied by the schools promotes to involvement of the local population in the tourism area, allows to reduce the seasonality impact on the tourist supply. It is also worth mentioning that a “conceptual” tourism product of such a kind makes it possible to implement the marketing strategy of the “customer immersion or engagement”.

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