

An investigation of economic and social impacts of gastronomic tourism in a case of Hanoi, Vietnam

Dang Minh Duc

HTMI, Hotel and Tourism Management Institute, Switzerland

Abstract

Tourism is a fast-growing industry that creates many benefits and opportunities for the regions, especially the countries that target tourism as the main industry. Due to the speedy development of the tourism industry, several new types of Gastronomic tourism was created and became a trend, especially gastronomic tourism, which contributed remarkable benefits to a region's development. There are several papers with a concentration on the gastronomic tourism industry, however, that amount is not enough to present and value the development of gastronomic tourism. Therefore, this study is aimed at analysing the social and economic impacts of gastronomic tourism with the case in Hanoi, Vietnam to have an insightful understanding and investigate the role and value of different stakeholders that affect the sustainable growth of this industry. By implying the qualitative, inductive method together with the in-depth semi-structured interview with different groups of stakeholders in this industry. The findings of this paper provided illustrations of how the desire of tourists will affect the gastronomic tourism of Hanoi and with that affection, which benefits that contributed to socio-economic impacts and some of the drawbacks from that. To build sustainable growth for this tourism type, the destination's development plan and marketing strategies are suggested to achieve better results for Hanoi's gastronomic tourism.

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Chapter 1: Introduction

1.1 Background Information

Food tours are food tourism. Nature, lifestyle, and cultural art are linked through food. Visitors may sense the area's strange feel. Food tourism extends beyond travelling, cooking, tasting, buying, and photographing, according to Altaweel (2020). The culinary arts go beyond selecting, preparing, and eating good food. Food is synchronous communication. According to Civitello (2008), sensory sensations reflect ethnicity, religion, place, and identity. Tourists may experience culture through food. Unusual

dishes may help visitors understand local culture (Quan and Wang 2004).

According to UNWTO (2012), food tourism is growing. Dynamic tourism may increase the destination's attractiveness and competitiveness. This industry loves culinary tours. Due to culinary tourism, tourism and hospitality study is increasingly focused on how food impacts regions and guests. Food quality, sustainable agriculture, ecological concerns, health and nutrition, food and beverage information, and various cuisines impact tourist expectations and purchases. Sustainable tourism requires gastronomy. Dining includes food, location, time, and company. Gastronomy tourism is important, according to many researchers (Berbel-Pineda et al., 2019;

Kumar, 2019; Pavlidis and Markantonatou, 2020; SanchezCanizares and Lopez-Guzman, 2012). Gastronomic tourism unites people.

A street market in Hanoi, Vietnam, is the object of this investigation. Markets have always shaped Hanoi's culture and economy. A market network linking ancient Hanoi to its neighbours boosted the city's economy. In the seventeenth century, Logan (2000) and Luan (1997) called the city Ke Cho, meaning marketplace. Markets helped the city's economic and commercial operations, which prompted the name change. Hy (2002) agrees. Most Hanoi neighbourhoods, save for newer ones, have morning fresh markets. These markets provide inhabitants fresh, inexpensive food.

1.2 *Rationale of the Study*

Vietnam is a country that offers a variety of delicious local and unique foods, amazing welcoming people, natural scenery, beautiful beaches, and grand mountains. During the period of colonialism, the cuisines of China and France had a significant impact on the culinary traditions of Vietnam. Because of its fascinating past, Vietnam is a melting pot of many culinary heritages, which makes the country a potential destination for any traveller interested in gastronomy.

Despite being influenced by other culinary traditions such as Chinese and French, Vietnamese cuisine still exhibits its distinctiveness. The focus of the study is not on the aesthetic or nutritional aspects of the food items. The top priority of Vietnamese cuisine is the taste of food. Vietnamese cuisine is known for its simplicity in preparation compared to Chinese cuisine and its less visually striking appearance compared to Japanese cuisine. However, it has the ability to leave a lasting impression on those who experience it. Hence, this study will benefit in several ways. Vietnamese neighbourhood markets provide inhabitants with fresh, inexpensive food. They also foster neighbourhood socialisation, and the lack of this process can affect the community's well-being in social and economic dimensions. This study should provide insight to possibly prevent these negative effects. Vietnam's attractiveness as a tourist destination in the Asia-Pacific region has been identified through research. The author, who is a native of Hanoi, has seen much change in his city and is intrigued by how much the country has changed since the last decade. The author will further his thesis on how much the country has progressed in economic and social development through gastronomic tourism. There are aspects that this study can showcase so that authorities and communities can prosper and better understand the challenge of ethnic food place preservation.

1.3 *Aims and Objectives*

The research aims to investigate the economic and social impact of gastronomic tourism in Hanoi, Vietnam.

Objectives:

- To identify the market segmentation of gastronomic tourism in Hanoi, Vietnam.
- To explore the advantages and disadvantages of Gastronomic Tourism in Vietnam and how it affects economic and social welfare
- To examine the economic impact and trends in the current years in Vietnam.

1.4 *Methodology summary*

To achieve the objectives of the research, the writer believed that qualitative and inductive research would be a fit design. Starting with the methodology process, the target groups of this topic and paper will be identified and divided into different groups of stakeholders that can support the author in the process of analysing the data. Interviews will be applied both ways: face-to-face and online to collect as much information that is valuable for the findings. Data collection will proceed through transcription, coding for theme divisions, and finalising the data from different points of view for objective findings.

Chapter 2: Literature review

2.1 *Gastronomic tourism*

In many countries, tourism is seen as one of the key economic factors that contributed significantly to the GDP rates, created more job opportunities and restructured the economy (Duong et al., 2023). Due to the rapid and strong development of the tourism industry, several destination marketing strategies have been developed to attract more tourists (Giampiccoli & Mnguni, 2022). Moreover, most worth mentioning is the strategy of creating different forms of tourism based on the needs of tourists, one of them is gastronomic tourism, which is seen as the third important factor beside nature and culture to attract tourists to visit a destination and to create more possibilities and opportunities for the development of the local market (Giampiccoli & Mnguni, 2022, p.77).

There were several arguments related to the position of gastronomy or food among the sector of the tourism industry and the relationship between gastronomy and tourism (Seyitoğlu & Ivanov, 2020). It cannot be denied that

gastronomy plays an important role in helping the tourism destinations to gain competitive advantages and increase the local economy since food is one of the important sectors of touristic packages (Seyitoğlu & Ivanov, 2020; Giampiccoli & Mnguni, 2022). According to The World Food Travel Association (WFTA), Nistor and Dezsi (2022) clarified that food tourism is “the act of travelling for a taste of a place in order to get a sense of destination” and the gastronomic tourists can be understood basically as the people who travel to experience the food and beverage of the local destination. The association also illustrated that leisure tourists can also be seen as gastronomic tourists, who witnessed around 53% of the total number of travelers. Why are leisure tourists put together with food travelers? To answer this question, Nistor and Dezsi (2022) explained that besides dining out, leisure travellers also participate in several activities that are related to food tourism, for instance: food tours, cooking classes, food festivals, market experiences, wine tasting, visits to farms, gardens, or factories. WFTA (2024) also reported that tourists spent approximately 25% of the travel budget on food and beverages as well as 63% of millennials who are interested in restaurants that are responsible for social activities which can create a positive impact on the social aspect of the destination.

Many authors stated that nowadays, food is not only seen as the nutrient products, but also as the culture representative which is “ a tool for agriculture” for developing the economy, and will be affected by the consumers’ eating behavior (Guzel & Apaydin, 2016). It is argued by many scholars that even food is seen as customs to preserve the culture and most consumers also agree that some cuisines are original and pure even though most of them were transformed and “hybridised” due to globalisation and the effect of trading (Guzel & Apaydin, 2016). As target customs to promote tourism products, globalisation is crucial that can create many difficulties for localisation, as when globalisation and trade happen, the process will affect the region’s tradition and create an open space for fusion cuisines.

To consider food tourism as the tourism sector of a destination, it is proposed 23 stakeholders (see figure 1) will take part in the branding, marketing, and offering process in order to make the destination become a gastronomic destination (WFTA, 2024). The stakeholders are divided into three categories: travel and hospitality—the stakeholders have direct contact with the tourists; food and beverage—where the travellers spend their budget; and other—even this category does not have a specific name, but all of the important stakeholders are gathered inside. It is suggested that, to promote a destination to become a food spot it is not necessary to have all the stakeholders

collaborate, however to see the impact, it is needed to have a few stakeholders from each sector participate (Nistor and Dezsi, 2022).



Figure 1 Food Tourism Industry Cluster (WFTA, 2023)

2.2 Social Impact Theory

Investigating the impact on society is a vital component of the premise of social entrepreneurship (Dacin, 2010). The theory of social impact is often regarded as the primary performance-based dependent variable in the field of social entrepreneurship.

Based on the definition proposed by Stephan et al. (2016), the present study defines social impact as the positive consequences that arise from prosocial actions and are experienced by the individuals or groups targeted by such actions as well as by the wider community of individuals, organisations, and/or environments. However, there is a lack of consensus on the definition of social impact due to the abundance of terminology and the variety of contexts in which it is used. Research has been conducted on the social impact of various domains, including education, healthcare, environmental sustainability, and poverty, which presents challenges in making comparisons (Izzo, 2013). As a result, gaining a clear understanding of social impact has proven to be a challenge. The theory has conceptualised social impact through various terms such as social value (Santos, 2012) and social performance (Husted and Salazar, 2006). These terms, although similar, represent independent constructs. Furthermore, for consistency purposes, researchers have opted to use the term social impact among the various synonymous terms found in the literature. The definition of social impact has been a topic of debate among scholars, as discussed by Dacin (2010). According to the works of Austin, Stevenson, and Wei-Skillern (2006) and Choi and Majumdar (2014), the definition provided encompasses a variety of modern methodologies for examining social impact. It acknowledges that social impact is a multifaceted concept, as

demonstrated by Stephan et al. (2016), and pertains to diverse groups, such as those studied by Datta and Gailey (2012), across present and future generations, as explored by Agle et al. (2008).

The integration of food and beverage within the tourism industry has been a longstanding practice. Based on Leiper's (2004) research, the components of tourism consist of a minimum of one tourist, three geographical elements, including the generating region, destination region, and transit route, and at least one tourist industry. Recently, due to the growth of tourism, food has been more widely recognised as an essential part of the travel experience (Frost et al. 2016). Liasidou et al. (2021) conducted previous research on the relationship between food and tourism. However, it is only in the past few decades that the importance of including food as a part of cultural variety has been recognized. A study conducted by Liasidou (2021) in the field of tourist literature has produced fascinating results from several perspectives about Cyprus. Examining the way people in this small island nation see tourism has important consequences for its impact on society, the environment, and the economy. This topic has been previously examined in research undertaken by Liasidou (2021). Rural regions have been recognised as a viable option for tourism because of their unique characteristics that may provide an authentic encounter with cultural features. According to the Cyprus Statistical Service (2019), the number of visitors that visited Cyprus in 2019 was 3,976,800, and they together spent a total of \$3,245 million. In 2020, there was a substantial fall in the number of tourists visiting, with a documented decline of 84.1%, resulting in a total of 631,609 arrivals. The Statistical Service of the Republic of Cyprus (2020) reported that the cause of the significant decrease was attributed to the outbreak of the coronavirus pandemic (COVID-19). According to the data, the United Kingdom constitutes the largest proportion of tourists, accounting for 33.5% of the total. This is followed by Russia at 17.4% and Israel at 7.4%.

The research findings suggest and offer many viewpoints on the progress of tourism in rural areas. From a local standpoint, tourism may exert both beneficial and detrimental effects on a community. The study revealed that research participants universally recognised the beneficial impacts that tourism may exert on a certain region. During the interviews, participants employed terms such as "stimulated economic growth," "provided incentives for young individuals to remain in the village," and "source of income" to succinctly describe the effects of tourism in different regions. Tourism has been recognised as a catalyst for the renovation of several structures and dwellings in the town in recent years. The current analysis suggests that

this progress has attracted a significant increase in visitors, including both local and foreign tourists. Moreover, the renovation of certain hotels has contributed to the overall progress of the area. There is a worry about the significant reliance of settlements in the Troodos Mountains on tourism. The winter months provide empirical support for a decrease in demand, which is the current issue at hand. The COVID-19 epidemic has prompted local residents to acknowledge the necessity of exploring alternate economic activities and sources of income. This is especially crucial considering the existing limitations on tourism operations. With regard to Rua's (2020) research, the problem of seasonal tourist cycles is a prevalent issue for numerous destinations. It is recommended that authorities prioritise plans and policies aimed at diversifying tourism activities and creating year-round demand. Unplanned or unauthorised development can cause negative impacts, which are considered the primary threats. The study found that respondents identified a correlation between impacts and issues such as "water pollution" and "insufficient coordination of development-related actions." Furthermore, there have been documented occurrences of tourists engaging in behaviour that constitutes harassment towards the local population during their visit and stay in the village. The presence of indicative examples that pose a potential threat to the tourism industry is evident. "Weekend visitors include high schoolers. One of the tourism-improvement programs. Students arrive to party. They vandalise historic sites and disrespect the area", according to Local VIII. The focus of government authorities on developing specific areas or villages has been a source of disappointment. The perception of discrimination in tourism development by locals and the underutilisation of the full potential of certain areas are important research topics.

2.3 *Economic impact Theory*

It is claimed that the economic impacts of tourism mostly focus on the amount of money that the tourists spent on the products, services, and tourism-related products (food and beverages, souvenirs, etc.) (Kronenberg and Fuchs, 2021). Moreover, economic impact measurement is conducted in order to clarify the contribution of an industry such as tourism and the related activities and services to the growth of the economy (Kronenberg, 2022). According to Kronenberg and Fuchs (2021), the economic impact can be seen as the monetary flows, which are determined through different factors: "the direct net impact on sectors' sales from selling products and services to tourists, the indirect impacts from further spending on backward-

linked sectors, and the induced impacts resulting from spending through increased household income". Concerning the complexity of the economic impact theory in the tourism industry, it is argued that the tourism sector could not be considered particularly as a monetary size unless, during the measurement process of the economic impacts of tourism activities, it must consider "demand-side consumption patterns" (Kronenberg, 2022). On the other hand, it is claimed that not only travellers consume the tourism products and services, but also non-travellers, such as local people would like to consume those products, which leads to the complication of the measurement process of tourism's economic impact (Kronenberg, 2022). In order to analyse the economic impact of tourism activities, it is necessary to follow the standards of different organisations that are related to tourism (for instance, the United Nations World Tourism Organisation (UNWTO), the Organisation for Economic Co-operation and Development (OECD), and the local tourism board) in order to finalise the results efficiently (Kronenberg, 2022).

The economic impact of tourism is highlighted through different traditional studies that are conducted under the growth-orientated paradigm (Kronenberg, 2022). As a result, Kronenberg and Fuchs (2021) claimed that the positive economic impacts of tourism will come from the "financial flows of the new money or the redistribution of existing money" from tourism. The tourism activities' economic impacts are categorised into positive and negative impacts, and it is shown that most of the studies regarding tourism's economic impacts just focused on investigating the positive side; therefore, it is argued that the other authors must put more emphasis on the negative impacts (Kronenberg, 2022), which could support the industry's critical findings. Kronenberg (2022) highlighted that the negative impacts must be the main focus, which needs to be addressed and resolved. While analysing the economic impacts, the leakage effects of economics can occur when tourism's income flows out of the regional country because of the investment that the region receives from foreign companies and the salaries and wages for the employment of foreign workers (Kronenberg, 2022). Therefore, it is important to maintain the earnings of tourism in the regional economy in order to maximise the contribution of the tourism industry to the development of regional economies (Kronenberg and Fuchs, 2020).

Additionally, the tourism sector is delicate and susceptible to a variety of factors, particularly political changes, which will result in losses in tourism's earnings and employment as well as fluctuations in its demand (Kronenberg, 2022). The overdependence of the country on the tourism industry can lead to negative economic

impacts for the locals in terms of the increase in product and service prices, especially in the high season, and the increase in real estate prices, which will increase the level of tourism gentrification (Kronenberg, 2022; Kronenberg and Fuchs, 2021).

In Kronenberg's research (2022), the main focus was the negative socio-economic impact of tourism and events, which can accompany regional economic growth. In the research, it is visualised that understanding both sides of economic impacts is necessary for the manager of the tourism industry. It is finalised that tourism's economic impact will create different results and consequences that depend on the region's country's strategy and management. It is suggested that the country pay more attention to maintaining the tourism income in the regional economy in order to prevent the flow out of the monetary transaction process.

Chapter 3: Methodology

3.1 Research design

The purpose of the research design was to clarify and determine how the research's objectives will be achieved through different methods and types of approaches (Islam et al., 2022). To achieve the aim of the research, the author established a certain paradigm for the article. Paradigm, as a worldview, which explained a way of thinking about the complexity of the real world and making sense of it, also was used as the tools to demonstrate the research's issues (Kaushik & Walsh, 2019).

The interpretive paradigm is also known as "humanistic, constructivist, naturalistic, anti-positivist, and alternative paradigm of research (Hussain et al., 2013, p. 2375). It was suggested that using the interpretive paradigm will help the researcher to enquire about the social phenomena in terms of values, beliefs and meanings to help the researcher and reader gain empathy with human experiences and social activities (Hussain et al., 2013). The norm of this paper was to research about the market segmentation of tourists in Hanoi in order to clarify social and economic impact of the industry which was based on the study to generate the phenomena's descriptions and enrich them to a deep insight to gain empathy and reflection, the author claimed that the interpretive paradigm will help him to seek better sympathy. By following an inductive research process, the researcher built his topics, patterns, and contents from the bottom up by selecting the data from the participants into different categories and units and by that he would be able to generate the data from details to the whole.

With the aim of the study, the author believed adopting the case study strategy enabled him to

have a deeper understanding and investigation of the real case. As a common approach in qualitative research, the intention of a qualitative case study is conducted in different ways: intrinsic case or instrument case (Creswell, 2013), but in this research, instrument case was a better option, as it mainly focuses on the specific issues.

3.2 *Sampling and Data Collection*

Population can be understood as the group of population which can be conducted in the study. The population of this research were people who were working or interested in or already experienced the tourism industry which was related to gastronomic tourism in Hanoi, Vietnam specifically. Parveen (2017) described sampling as a process to collect data from a group of population to support the process of research. Inductive case study research paper was suggested to approach non probability sampling which was “selected on the basis of researcher judgment” and based on the ability to access to participants (Trochim et al, 2016, p.85). The author chose snowball sampling as the technique which purposely used some cases to motivate and encourage others to participate so that the sample size will be increased (Taherdoost, 2016). With the consideration of choosing the right sample group, the people who were not interested and not related to gastronomic tourism, especially in Hanoi, were not the right target, who could not provide in-depth knowledge and experiences in this field. In this study, 10 participants were selected: 1 tour guide, 2 tourism reporters focusing on Hanoi tourism, 4 restaurant owners specialising in Hanoi dishes in Hanoi’s old town and 3 tourists (both domestic and foreign tourists) who travelled to Hanoi at least two times in order to provide more comprehensive and objective point of view.

The interviews were conducted online with the application of semi-structured interview forms which helped the researcher to be more flexible with the interview questions (Newton, 2010) to be able to exploit detailed and multidimensional information. The process started with observation to target the participants and continued with snowball sampling to help the author in building the bridge to connect with the other participants. To collect the broad information and gain the awareness of the interviewees about the interview, a list of questions was used; however, the author created some sub-questions based on the information that the participants provided. The online interviews were scheduled by following the availability of the participants in an environment with privacy and confidentiality, and recording the interview was requested inside the proposal.

3.3 *Data Analysis*

Data analysis was clarified as “the most complex and mysterious of all of the phases of a qualitative project, and the one that receives the least thoughtful discussion in the literature” (Thorne, 2000, p.68). During the interview process, all conversations were recorded and transcribed verbatim in order to maintain the reliability for the finding of the study. After the interviews were transcribed, coding as a crucial step in the data analysis did its job, in particular, structural and pattern coding were approached where the author identified a few key words, patterns or contents related to the main topic to organise a large amount of data into different small categories which were different patterns, contents, or themes (Saldana, 2013). Utilising thematic analysis meant the author organised and analysed the raw data from the transcript several times and put the information into different groups by following keywords to collect the most trustworthy and accurate information through coding the complex data set into different themes (Fereday & Muir-Cochrane, 2016).

3.4 *Ethical Issue*

Ethical issues in each stage of the research process are always seen as the top concern to complete the proposals (Creswell, 2014). During the research process, factors that influence and govern the behaviour of an individual, group or organisation are seen as the moral principles or ethical issues (Somekh & Lewin, 2005 cited by Piper & Simon, 2005). It is crucial to identify the ethical issues while conducting each stage of the research process to build and maintain the trust from the participants and to protect the participants’ rights; to promote research integrity even in the face of new challenges (Creswell, 2014; Somekh & Lewin, 2005 cited by Piper & Simons, 2005). Considering the ethical factors that could harm the qualitative research process, the author realized that bias, trustworthiness, privacy of the participants, and the authenticity, confidentiality of data were the important principles to be concentrated to prevent any potential harm.

Bias was an issue that can happen anytime during the analysing process to achieve the data, to minimise the level of bias, the researcher collected the data from different sources and points of view. In addition, the interviews were conducted via online interview and recorded for the purpose of the research only, therefore the author must be aware of the data protection and protect the rights of the participants. Moreover, the researcher must be aware that the language barrier could also be the ethical issue when he did the translation for the interview transcripts, as some of the words in English might not transfer the full meaning as

from the local language. To build the trustworthiness of the interview, invitations and research proposals were sent to the participants that introduced the purpose of the research and interview, and mentioned in detail the research topic, the role of the participants, and how the author protected the participants' privacy and maintained the confidentiality of provided information.

3.5 Limitations

In any studies, researchers will not be able to present and transform their research perfectly without any limitations (Bryman and Bell, 2011), the author also acknowledges this issue. This study examines the development of Hanoi's gastronomic tourism industry in general and how tourists' desires affect it and its social and economic impacts to identify and assess the industry's future growth plan. A lot of data and information must be collected and analysed. Firstly, even gastronomic tourism is a potential industry in Vietnam however, there are barely any studies with the main concentration of Hanoi's gastronomic tourism industry that leads to the limitation of resources for the author. Due to this limitation, bias can appear in some aspects of this paper, even though the author would try to reduce this issue to the lowest possibility.

Take into the limitation of methodology, although the data was collected from different perspectives, the sample size was not enough to provide as much information as the author would like to access and collect, especially since the findings of this research are still lacking of the tourism board stakeholders point of view which can provide more valuable information and strengthen the critical point of this study. Additionally, the interviews were conducted online which created some difficulties and challenges for the researcher to collect the data such as internet connection, and time management in order to gather all the needed information and data within the limited time. Language barriers and time are also limitations for data collection. Not all participants speak English fluently and prefer to interview in Vietnamese, so the author must transcribe and translate the interview. During the translation process, some words in English will be hard to deliver the exact meanings of Vietnamese words but the difference will be insignificant and controlled to a minimum.

Chapter 4: Findings

4.1 How tourists' intrinsic desires impact the development of Hanoi's gastronomic tourism

This section clarifies the impact of tourists' desires on the development of gastronomic

tourism, by applying different perspectives of tourism's stakeholders. It was highlighted that many tourists chose Hanoi as the travel destination because of the popularity of local food which offers authenticity and diversification of cuisine compared to other cuisines, they were also attracted by Hanoi's history, rich heritage. They seeked to experience traditional, authentic Hanoi's dishes which could be seen through their interview, the author realised that Hanoi's diverse, savoury, and affordable cuisine has been impressed the tourists:

T1: So, it brings a kind of rich social heritage and The most important is the culinary experiences. That's why I chose this as the travel destination. Hanoi has quite a lot of diverse traditional dishes that I don't have because I live in the south.

T2: So, for me, it's a good destination for having good food now. They are famous not just for history But, also for good food. A lot of variety of food too. So, my expectation when I'm travelling here is always about food because, for me, the scene is I travel many times, so I get bored of the view already.

T3: I was blown away by the cuisine and the culture that I saw in Vietnam, Hanoi, because the moment I landed just in the airport, I remember eating 2-3 bowls of the traditional Pho noodles, and it was very affordable.

Some interviewees also mentioned that due to the tourists' desires, gastronomic tourism is becoming a potential tourism sector in Hanoi, as food is seen as "universal language" to connect people and preserve the culture (Figure 2). This industry not only attracted more new target markets in both international and domestic, but also the return of tourists to come back and experience.

One: Because the food and cuisine of each country are very different. And some of the countries, for example, like Vietnam, have very distinct and flavourful cuisine and gastronomy. So that's why it can have potential for the economy. And as well, for the development of the tourism of Vietnam as well, especially.

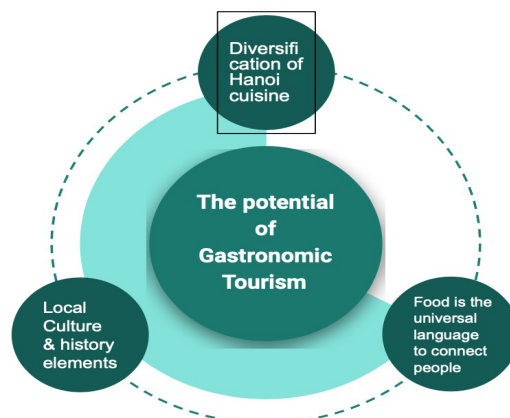


Figure 2 The thematic network of the theme “The key aspects of Gastronomic tourism to become the potential tourism sector”

Local restaurant owners and other companies recognised this “trend” and agreed that gastronomy tourism could be a tourism sector. This allowed them to grow their businesses by improving food and hygiene standards, launching tourist programs like cooking classes, and some tourism agencies launched food tours. The tourism board also prioritises this fast-growing industry to improve tourist experiences. The improvement of gastronomic tourism was clearly seen and received good feedback from the tourists. However, the tourism reporter commented that the food tour had not created much effective impact and would need more attention from the local government for further development.

R1: However, because of the trends, gastronomic tourism is having significant growth during these years. So many tourism companies and agencies have already released some food tours for the tourists. However, it has not created that many impacts that we can see.

4.2 Advantages and disadvantages of social-economic impacts to clarify its effects on economic and social welfare

In this section, the tourism stakeholders shared their opinion regarding the advantages and disadvantages of gastronomic tourism and its effect on economic and social development. They agreed that gastronomic tourism creates both advantages and disadvantages; however, mainly advantages, which show in Figure 3. The participants explained that Hanoi’s food tourism would bring an advantage for destination reputation and raise more awareness of tourists about Hanoi as a food destination on the Global Map.

One: It’s also a help to put Hanoi on the Global Map as a culinary destination which can move overall tourism.

Due to the positive reputation of Hanoi cuisine, the local economy had significant changes including job creation, revenue increase, cultural experience and preservation, and more.

Besides that, some local businesses have different perspectives that the popularity of Hanoi cuisine does create benefits; however, they are not so significant. In addition, there were few risks that could lead to the loss of authenticity of cuisine if the local businesses just focused on satisfying the tourists demands and tastes. Moreover, the rise of the number of tourists

travelling to Vietnam might create negative impacts on local people’s daily lives as well as the over-commercialisation and infrastructure constraints from tourist volumes.

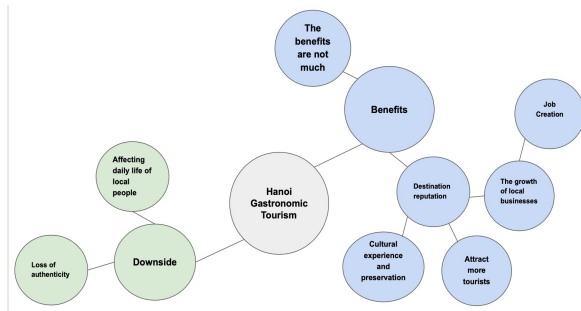


Figure 3 The thematic network of the theme “The disadvantages and advantage of gastronomic impacts”

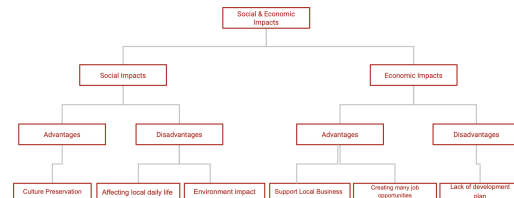


Figure 4 The thematic network of the theme “The social & economic impacts of Gastronomic tourism industry in Hanoi”

Participants also realised that the local government should put more effort into creating efficient development for the long-term goals.

R1: I think that kind of disadvantage is that we don't have the proper plans to attract more tourists in terms of the marketing plan and social media usage.

R1: So I think from my point of view that the most important thing is that the tourism board should focus on having a long-term plan.

R2: I think one of the things that is currently lacking is, mainly media, the usage of media.

G: The government also needs to pay attention and also take some action. To control the quality of the restaurants, also together with the quality of the food. In order to protect and to secure the customer side.

4.3 The development plan for future growth of gastronomic tourism

To achieve the long-term goals and sustainable development for gastronomic tourism, interviewees had different suggestions for different aspects of this tourism sector. The Tourism Reporter 1 pointed out that, after

Vietnam's local restaurants receive Michelin stars and three out of four restaurants are located in Hanoi and two of them offer authentic local cuisine, the tourism board has started some short-term plans (6-year plan until 2030) for this tourism sector and expects the rapid growth of the gastronomic industry.

However, the local government should updated the strategies and structure the long term plan as per suggestion of tourism stakeholders. There were key variables from participant suggestions to increase gastronomy tourism. Firstly, to have a proper plan for gastronomic tourism growth, the future plan must determine the new competitive advantages of Hanoi as a culinary destination and target market.

R2: And nowadays also like health and wellness colour cuisines and the culinary itself has been very popular and Vietnam, Hanoi mainly is known for having very diverse and healthy cuisine. So I think we can promote it with the health benefits. That Vietnamese cuisine can attract organic eaters and also of course promote wellness centers. Also, for example, it could also be culinary walking tours.

Tourism boards should also concentrate more on improving social media usage and marketing strategies to maximise the growth of food tourism. Interviewees also recommended that the tourism board should broaden the collaboration and partnership strategies with foreign bloggers and local businesses to approach new target markets⁷. Lastly but very important was education programs or training to improve local communities' knowledge and skills.⁸

Chapter 5: Discussion

5.1 *The impact of tourists' intrinsic desire for culinary tourism in Hanoi*

As the strategy for the tourism industry which based in the desires of tourists, gastronomic tourism is highlighted as the third important factor beside nature and culture to attract tourists to visit a destination and to create more possibilities and opportunities for the development of the local market (Giampiccoli & Mnguni, 2022, p.77). It was clarified that gastronomic tourism has brought several benefits and opportunities to Hanoi's local businesses which can be shown through the amount that tourists spend on food in Hanoi was approximately 25% of the travel budget and 63% of millennials are interested in restaurants that are responsible for social activities which can create a positive impact on the social aspect of the destination (WFTA, 2024).

7 R2: I think one of the things that is currently lacking is, mainly media, the usage of media. I think nowadays from what I know it's mostly Vietnamese bloggers and internet influencers that

mainly do the promotion in their own language, which is a hard thing to grasp for international tourists whether they might be captions or not. I think it's better if they work together with an international influencer that can be based in Vietnam who speaks English or multiple other languages that can promote to a specific niche group.

G: And from the restaurant, They also need to improve their knowledge about the customer. Also they need to create a good relationship with the government, with the customer and also can be with the competitor as well so in order to become a partnership or they can collaborate with each other to bring out some new food to the customer. And they can also develop the economy And also, to improve the reputation in the future.

8 R2: Yeah and also like culinary education programs like developing. Programs for locals to maintain the authenticity like making are not really training programs but these family restaurants have a lot of authenticity to them but some have shifted to make it take a bit more flexible for foreigners so to stick to their true roots they should have a little bit more like educational programs to make the quality of the traditional dishes more authentic.

Kronenberg (2022) agreed that the tourism sector could not be considered particularly as a monetary size unless, during the measurement process of the economic impacts of tourism activities, it must consider "demand-side consumption patterns." According to the researched data, the author found out that the relationship between "supply and demand" is intimate to be able to develop a brand, industry or any kind of tourism model, and this is a relationship that promotes each other. Therefore, through direct research from those involved in Hanoi's gastronomic tourism industry, the results showed that due to the tourists' predilections increasing, Hanoi is currently promoting the provision of services related to culinary aspects and activities to avoid scarcity of service supplies. As a result, Hanoi's local businesses have been trying to adapt to the demand of travellers and improve their products, services and variety of activities that they offer to catch this rising trend, gastronomic tourism which helped to increase the revenue. Through the interviews that were conducted with different participants from different aspects of gastronomic tourism, it was recognised that the demand and interest of tourists also indirectly created impacts on the other areas of the local economy such as job creation, business opportunities, and boosting the competitive ability of Hanoi's tourism by focusing on developing high-quality, branded and sustainable development which can prove the findings of the analysis of the local perception of tourism in a region with significant implications

for its social, environmental, and economic effects (Liasidou, 2021). This has been previously discussed in studies conducted by Liasidou (2021) that areas have been identified as a potential destination for tourism due to their distinctive attributes that can offer an authentic experience of cultural traits. Thanks to the proportional growth of supply and demand in gastronomic tourism, which helps Hanoi promote and preserve the image and traditional cultural values through a more interesting way of conveying it to tourists. Additionally, to maintain and improve gastronomy tourism as a long-term trend in a region, only tourists and local businesses would not be enough, but also different stakeholders will have to be involved in the development process (WFTA, 2024). It cannot be denied that tourists play an important role as the motivation to make gastronomic tourism become the driver of regional development which can be shown through the point of view from the local restaurant's owners. However, if seen in the different aspect of being acknowledged as an industry that created huge impacts, gastronomic tourism still needs more development plans and attention from the Vietnamese government as well as the local government and other important stakeholders such as tourism boards, TAs, media, etc., in order to build and maintain a secure, safe, friendly, civilised tourism environment and ensure the rights of tourists. As a person comes from Hanoi, the author also recognises that, in Hanoi, it is being transformed and wearing a new coat to satisfy the desires and expectations of the tourists in terms of its cuisine, however he also recommends that Hanoi's gastronomy must use the same fabrics for its new coat to preserve the cultural characteristics.

5.2 Advantages and disadvantages of social-economic impacts to clarify their effects on economic and social welfare

Different factors, mainly social and economic implications, must be analysed to determine a tourism destination's development. The theory of social impact is commonly considered the fundamental performance-based dependent variable in social entrepreneurship. Based on the definition proposed by Stephan et al. (2016), the present study defines social impact as the positive consequences that arise from prosocial actions and are experienced by the individuals or groups targeted by such actions as well as by the wider community of individuals, organisations, and/or environments. According to Kronnenberg and Fuchs (2021), the economic impact can be seen as the monetary flows, which are determined through different factors: "the direct net impact on sectors' sales from selling products and services to tourists, the indirect impacts from further spending on backward-linked sectors, and

the induced impacts resulting from spending through increased household income." From local perspectives, tourism can have both positive and negative impacts on a region. To local entrepreneurs and other gastronomic tourism stakeholders in Hanoi, food tourism has had mostly positive social and economic impacts, as shown by how local businesses paid more attention to sustainability, service experience, and tourist interest in Hanoi's cuisine and culture. Additionally, thanks to culinary tourism, Hanoi saw more travellers, jobs, and GDP. Besides the advantages of socio-economic impacts, the disadvantages were, however mentioned but rarely how a large number of tourism impacts locals' daily lives. The over-commercialisation and strain on infrastructure can impact locals negatively. It is also highlighted that the negative impacts must be the main focus, which needs to be addressed and resolved. However, the author recognised that the research lacked concentration on the local citizen point of view which according to Kronenberg (2022), not only travellers consume the tourism products and services, but also non-travellers, such as local people would like to consume those products, which leads to the complication of the measurement process of tourism's economic impact.

5.3 The development plan for future growth of gastronomic tourism

Gastronomic tourism is considered as the rising trend for tourism in Hanoi in particular and Vietnam generally. It cannot be denied that Vietnam's gastronomic tourism in general, as well as Hanoi's is seen as a successful product of the tourism industry and has its potential for the long term run that can offer and provide a better experience for tourists, but it has not been able to develop as strongly as expected due to numerous difficulties and challenges. According to Guzel & Apaydin (2016), food is seen as customs to preserve the culture and attract more tourists, and most consumers also agree that some cuisines are original and pure even though most of them were transformed and "hybridised" due to globalisation and the effect of trading, which allows new cooking techniques and ingredients to combine with local cuisines and become fusion cuisines. If Hanoi's government and tourism board would like to sustain the gastronomic tourism and develop this custom to attract more tourists to Hanoi, only considering the development plan will not be enough for a sustainable industry, but also different aspects of this gastronomic tourism must be taken into consideration, for instance, the advantages and disadvantages of making globalisation for this industry and how to balance between globalisation and localisation while the trading process is happening.

Chapter 6: Conclusion

Vietnam is currently very popular for its traditional cuisines, especially Hanoi's cuisine, where people are attracted by the diverse and affordable food and service. When tourists in Hanoi did experience gastronomic tourism, it was a potential tourism sector that has been creating many opportunities and benefits for local destinations. Hanoi, Vietnam, as a new destination for gastronomic tourism but has already attracted a huge amount of tourists, which has had several impacts on socio-economic aspects. In order to demonstrate and link the study's aim and objectives, which are the social and economic impacts from Hanoi's gastronomic tourism, the author has used and applied different models and theories and compared different points of view and analyses to achieve the critical and sufficient findings. Through different interviews with different target groups of candidates, the author acknowledged that the contributions of this tourism type cannot be denied and be visibly seen through different factors, for instance: the local restaurant agreed that their revenue increased due to the expanding number of tourists visiting Hanoi, job creation, business opportunities and the improvement of infrastructure, the improvement of local's education level, culture preservation, etc. The development speed of Hanoi's gastronomic tourism is unstoppable, however, strategies and development plans should be focused and designed based on different targets and goals for sustainable growth.

On the other hand, gastronomic tourism development also brought some negative effects, which are expected but not easy to remove or prevent without a proper risk and crisis management plan. As it is stated that local government and gastronomic stakeholders' play an important role in the development process of Hanoi's gastronomic tourism.

The time that this paper was issued, gastronomic tourism of Hanoi was just a new trend of tourism, and just got more attention from the tourism board but the development plan had not made much effect as well as the gastronomic tourism stakeholders were still just at the stage of exploring and starting to apply the development strategies. Nevertheless, the findings of this paper will be a good perspective and aspects for the future studies to have the multidimensional analysis and comparison of the gastronomic tourism's growth in different tourism seasons and stages.

This paper was conducted with the insightful analysing process of using interviews to absorb more information. However, the language barrier and bias will be highlighted as the main aspects

that need to pay more attention in future studies. Those two are always seen as the challenges for any scholar during the data collection process which cannot be fully avoided but need to be minimised by using more tools in transcribing and translating the interview from local language to English for objective findings. Moreover, this research still could not provide the point of view from the local community regarding the backstory while the number of tourists increases. Besides that, some suggestions have been made for the future improvement of planning for gastronomic tourism strategies. Culture is the norm of customs and cuisine, therefore, adapting tourists' desires and demands is a must for development but the local businesses and government should be aware of losing the authenticity of a region's culture and traditional side, which recommends creating the proper and detailed plan for culture preservation and marketing strategies for the customs image.

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