

LOCAL CUISINE – ALWAYS AN IMPORTANT DECISIONAL FACTOR IN INTERNATIONAL TOURISM

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Abstract: Cuisine always aroused curiosity and attention and increasingly more people are concerned about the origin of culinary products. Thus, culinary tourism is an important sector of cultural tourism. If in the past this type of tourism was practiced in rural areas, more and more restaurants today the most important European cities promote traditional dishes of the area you are visiting. Whether you call it culinary travel, or gourmet cooking, this method of travel and taste the finest wines and traditional dishes and appreciated attracts many tourists, this form of tourism becoming a niche market with great potential. Oenological tourism is a relative concept „virgin” and less popular on our land. With the emergence and importance given lifestyle, involved and organic cuisine, increased tourism and interest in oenology.

Keywords: gourmet tourism, gastronomy, oenological tourism, wine culture, Romanian cuisine, wineries

1. Introduction

Long time before the first half of the twentieth century, cuisine was a privilege and an elite preoccupation. But by 1950, cap cuisine began to shake. Progress of democratic ideas, scientific discoveries and technical achievements that made the food more easily obtained, have blurred boundaries. Gastronomy became accessible if not all, even the vast majority.

Parallel to this huge change, and the twentieth century has seen conceptual innovations in cooking. 1972 meant a new revolution in the kitchen. Enough thicken sauces sauces with flour ready with heavy traditional dishes, cooked for hours and giving as result a heavy plate of food very boiled. Light sauces, quick cooking and healthy, small portions, elegantly presented and addressing all five senses, the image is not at all inferior to the taste - they would precepts new culinary movements, Nouvelle Cuisine, just opposite, called haute cuisine, heir to the kitchen demanding the eighteenth and nineteenth centuries. In what ways has contributed to the development of gastronomy new concept? Opinions are divided. There were some who had made this large current disadvantages, exaggerating small portions story to ridiculous limits, bringing meals to serve tiny portions strange amidst large plates and pompous saying that their restaurant cook by the principles of Nouvelle Cuisine, not so much to reach without discrediting the whole movement. But if we look

more objectively the legacy of this trend, we find that it is contained in the Declaration on New Kitchens, recently released on several of the leading chefs and culinary critics of our time.

Also late twentieth century gave us and fusion cuisine. If, then, French food was only one French food, Japanese was only one Japanese food typical for Japan and completely different from the rench, fusion cuisine promises allow the most attractive cultural transfers. Fusion cuisine combines elements of various culinary traditions, but without identifying with any particular. Since the 1970s, several restaurants have started to offer fusion dishes from reality and cultural diversity of clients, passion and their ability to travel, the growing sophistication of tastes and openness to new experiences. The movement of take various forms, inspired by the combination in a delicious synthesis, more ingredients and regional cooking methods, to a burst of fantasy whose dominant feature is simply an innovative eclecticism, combining elements of feluritelor traditions with new ideas to create original recipes. Culinary art is one that speaks to all five senses. Gastronomic experiences can turn into real memorable moments, especially in a foreign country. And why culinary tourism has become a niche market with great potential. United States alone, the number of tourists in this segment totaled 27 million over the past three years according to the Tourism Industry Association.

Gourmet tourism began in the days when Europeans traveled for years in search of Asian spices. Today is part of agro-tourism and focus on tasting local food and drink preparations. It promotes gastronomic experiences unique and impressive, not only those who have earned four stars. Although neglected in the past, gourmet tourism is an important market that supports economic and community development while offering the tourist a more detailed picture of the various cultures. This type of tourism is practiced in both rural areas and in cities, and should be a constant activity, accessible throughout the year.

2. Gourmet tourism - another way of knowing the world

You can not travel abroad and do not take note, with museums, traditions and natural beauty, local cuisine, mandatory component of the image that we do on each corner of the world. Gourmet tourism is not something new or even unusual. There are special trips with tastings, guided, with all band literally and figuratively. But even if we focus entirely on holidays gustatory-olfactory delight, deserve to know, before leaving the road, about what they eat there.

Austria. It is understood that, once they arrived in Austria, Wiener schnitzel to try one of the world's culinary celebrities. Another is prepared or cooked meat named "tafelspitz". Roast goose, served especially on festive occasions, can be ordered at any time of year. Not to be missed "eine gute Fettgans" – a good and goose fat. If, however, prefer a lighter meal without fat, you should seek "Spatzle" – noodles with potato chips or "Steinpilze" – mushrooms specific area. Another specialty is "strudele" present in a range. Austrians excels when it comes to dessert. In Vienna, you should not miss the famous cake "Sacher" and certainly will not regret it. Regarding wines are preferred, usually white wine instead of red. The best known and appreciated is "Gumpoldskirchen" but monks at Klosterneuburg - an old monastery on the right banks of the Danube, made the best wine of Austria. For red wine lovers, the most wanted type of wine from Voslauer Voslau. Gösser most famous beer is produced in Styria. In Salzburg instead probably everybody recommend us Augustiner Brau.

Belgium. Belgian cuisine is very similar to the French, but each region of the country has its specialty, but relies heavily on consumption of chicory, fried potatoes, sausages, mussels, leeks. We must not miss famous dishes like "Mosselen - friet" (mussels with fries in white wine sauce or beer)," Stoemp" (mashed potatoes with cabbage, carrot or spinach),"Konijn in geuze" (rabbit meat

sauce and fermented beer), "Waterzooi" (fish or chicken with vegetables and cream sauce). What is famous in Belgium is chocolate produced here. Great producer, "Godiva" and "Leonidas", have stores in major cities, pralines and truffles prepared by them as one of the reasons that deserve to visit Bruges, Antwerp and Liege. Waffles - Belgian dessert emblem represents gauffrele which became popular in Romania after years' 90. Local beer is very popular, best known as "Lambric" (generic name given to beers produced near Brussels) and "Trappist".

Denmark. The basic components of a meal in Copenhagen are particularly fish, meat and potatoes. Nothing but typical Danish food is more like "smorrebrod" (bread and butter). I definitely need to try and "frikadeller" - a kind of pork cutlets, "kogtorsk" - boiled cod with mustard sauce or "floeskesteg" - roast pork with rind. Here is the most expensive beer in the world: "Calsberg Vintage No. 1", almost \$ 400 per bottle and serve only three restaurants in Copenhagen.

Finland. Near the Arctic Circle, omnipresent is reindeer. As such, from time to time, Finland is unbridled from Santa's sleigh and they use it as culinary specialty. That is why the table can not miss "poro" or "poronkaristys" – meetballs respectively, reindeer stew. Another traditional food is "riekkopaisti means muikku steak - small white fish, specific for "country of 1000 lakes". Among the most popular traditional foods include: pie "Karelian", "Mykyrokka" (a soup of blood and rye flour, potatoes, onions, fatty meat and offal), "Kalakukko" (fish baked in a coating of bread dough, wheat or rye, which still make very fatty pork and ham, all put in the oven a few hours), "Joulupoyta" (served Christmas menu, including ham, fish, potatoes, sauces, vegetables, herring); "Rossypottu" (a pork roast with potatoes and a garnish of special ingredient, Rossy, a blood pudding least linked, beer, rye flour and spice), rye bread or wheat, "Mammi" (a traditional Easter dessert, a malt soup, baked in the oven, dark brown color), fruit soups (mixtures of berries and potato flour, milk and sugar). Among the most popular drinks remember Glogi (a wine traditionally met in the Nordic countries, a mixture of wine, spices and hard alcohol, heat without boiling), Koskenkorva (a very strong drink similar to vodka) or Sahti (the traditional Finnish beer).

France. Famous worldwide for its sophistication, French cuisine is the main landmark of world cuisine. The recipes themselves remain constant and classical, because it relies on the skill of sauces and dough. Chefs should pay maximum attention to the preparation of a simpler way, which translates into ignoring time. Who has not heard of „foié gras“, „truffe“, „bouillabaisse“, „coq au vin“ or

famous „crêpes“ whether and Suzette? Cheese is a characteristic element of the French meal is served at lunch and dinner on the wooden tray. Huge regional differentiation of France, and changing climate, landscape, diversity of animals bred races; find the image in many types of cheese, numbering about 370. Camembert, Brie, Roquefort, Reblochon, Bresse are just some of the most famous. Snails owe its popularity in French cuisine from Antoine Carem - creator of “Eulogy French cuisine”. These small molluscs, prepared with butter, garlic and parsley, have become so popular that special dishes were created with grooves for snails and claws with which to take hot shell, enabling driving fork with two teeth in the snail. The most popular drink in France is, of course, wine. Different from region to region, almost all kinds are very popular, whether they are called Bordeaux, Burgundy, Loire, Rhone or Champagne. Suitable and liqueurs are Chartreuse, Framboise and Genepi.

Germany. German cuisine varies from region to region. In southern Bavaria Suebia have many foods in common between them and their neighbors, Switzerland and Austria. In the West, French influences are felt in the east of Eastern Europe and the Scandinavian north coast. German food is based on a great variety of dishes of pork, beef, fish, and poultry. Germans eat very much fish marine or fish freshwater. Are among the few people who prefer meat fish, various salads, fish balls or other stuffing. Their kitchen uses more fruit; eat potatoes, different types of vegetables. A feature of this kitchen is the association of meat with heavy sauces, pasta, vegetables and sweets. As specialties meet: schweinebraten (pork and sauce, served with boiled potatoes and dumplings), goulasch (diced pork and beef with vegetables), Kasserl mit sauerkraut (pork with potatoes and sauerkraut), erbsensuppe (soup peas with onions and potatoes, served with sausage), leberkudel (soup with meatballs of pork liver), pasta "Spaetzle" or myth Kartoffelpuffer Apfelmus (potato pies and compote). For dessert, especially Germans eat ice cream and fruit, but also traditional desserts such as Rote Grutze (stewed fruit and cream), Eis und Heiss (vanilla ice cream with warm cherry compote), but also famous German gingerbread "Nurnberger Lebkuchen ". Germany is famous for its wines and spices, tourists being able to taste them in specially designed wine cellars.

Greece. In restaurants and taverns all over Greece is relatively simple cook without too much sauce, but with more olive oil and grilled. We can command: "melitzanosalata (crushed eggplant with olive oil, lemon and garlic)," dolmadakia (Sarmaluta in vine leaves), usually served with "Tzatziki (cucumber, yogurt and garlic). Meal as

"dolmades" or "moussaka (eggplant cooked in) with lamb, cinnamon, red wine and olive oil," avgolemono (chicken with rice, egg, salt and lemon juice), " taramosalata - caviar served with bread, onions, olive oil and lemon juice and a variety of seafood, especially squid, are also excellent. Desserts, such as "tyropitakia (cheese strudel), baclava, kataif or loukoumades" are delicious. As for drinks, best known wine retsina and "ouzo". Coffee is like Arabic coffee is served strong, unfiltered and has specific names: "pikro" (Bitter Coffee), "metrio" (semi-sweet) and "gliko" (sweet). **Italy.** Hard to find a more varied national cuisine than Italian, because each region has its specific foods. In Piedmont, for example, eat more pheasant, hare and truffles. Lombardy is known for "risotto alla Milanese, veal cooked in every way, and" Panettone ". Trentino - Alto Adige is a region soups with noodles, Umbria is famous for roasting pork and black truffles, and Tuscany is the place where we can order chestnuts and wild boar meat. Finally, Naples is home of mozzarella cheese, the pizza and seafood, while Sicily is the paradise of sweets. Otherwise, how to travel further south, food is more spicy and wine harder. We can order at any Italian restaurant without the fear of making mistakes, "Tortellini" - pasta stuffed with cheese, spinach or meat, "Bistecca alla Fiorentina" - steak marinated in olive oil, wine vinegar, garlic, "Trifolium Funghi - saute mushrooms with garlic and parsley, "in Salsa di Limone fave - beans in lemon sauce," Burida alla Genovese "- soup octopus, squid, mussels, shrimp and molluscs or" Cassia Sicilian "- a sweet pandispan filled with ricotta cheese and pistachio cream.

United Kingdom. English cuisine means primarily meat. It also means porridge, chopped parsley, meat puddings and pies all. It also means a copious breakfast, famous name, "English Breakfast" which includes bacon, eggs, beans and tomatoes, as well as dinner, as the rich and substantial meal of the day. Dinner may be replaced with a tea; the sky is serving various cold dishes. So, coming from Italy and especially France, England are perhaps the most troublesome for a gourmet destination, Europeans not understanding anything of British taste in the food. "Fish & chips (French fries and fish wrapped in paper) is perhaps the only way we can enjoy with pleasure. Hot alcoholic drinks are also a feature of English. Although in the past, only English cuisine is meat and vegetables cooked, now it has diversified greatly because English has become cosmopolitan society. Thus, communities Hebrew, Arabic, Chinese, Indian and brought their culinary contribution plan.

Portugal. Without very sophisticated tastes great Portuguese food. One of the main dishes (and preferred) of Portuguese food is soup. We choose

to "sopa de marisco" - shellfish soup cooked and served with wine or "caldo verde" - soup with meat and vegetables. Another view is the code of dry food, cooking - say Portuguese - in 101 ways, so do not hesitate to try even one of these specialties. Do not forget the "caldeirada" - a fish, stewed with onions and tomatoes, or "Carne de Porco á Alentejana" - bits of pork covered with clam sauce, smothered with onions and turn red. Regarding drinks, basic wine remains the most popular local varieties being Daro - if I prefer red wine, and Bucelas or Calares, whether we like white wine.

Russia. Russian culinary specialties may not be very many, but offset by celebrity "kasa" (oat milk), borscht (beetroot soup, soured), "Stroganov" (beef smothered with cream and fries), "blini" (little donuts stuffed with caviar, fish, butter or cream) are known almost everywhere. As dessert, we have to choose between "morozjnie" (ice cream) or "ponciki" (donuts with powdered sugar). As drinks are traditional tea (without milk), especially, of course, many kinds of vodka.

Spain. Spanish cuisine consists of a variety of dishes, variety due to differences in geography, culture and climate of the country's regions. Her roots are Mediterranean and fish and seafood are the basic ingredients, the sky is agaugă olive oil, a variety of vegetables, rice and garlic which plays an important role in preparing traditional dishes. In any restaurant or patio can enjoy traditional dishes of Spanish tapas, "paella", "tortilla" and "sangria". Top dishes with snacks are served as appetizers, accompanied by a glass of wine. From the simplest variants, which include ham, sausage and cheese, until the most refined, with fish, shrimp, octopus and seafood, accompanied by traditional sauces, plates tapas focuses countless tastes of Spain. Following a meal of rice with seafood, and potatoes, pan-fried egg and onion omelet form. One of the most popular drinks, "Sangria" is a refreshing blend of wine, cognac and exotic fruit juice, with chopped pieces of kiwi, orange, lemon, pineapple or mango. Wine is a high altitude, aminitind varieties of Rioja, the Ribera del Duero, Penedès, La Mancha de Jerez and Andalucia. Desserts Spanish differs slightly from region to region. Are favorite custard, fruit tarts, rice pudding, torrijas (French toast), Turrón (a Christmas dessert with almonds and honey) and of course Churra.

Turkey. Cuisine is a blend of modern and tradition, marked by the influence of Hittite, Persians, Greeks and Romanians. Staples are rice and wheat, and meats are lamb and chicken base, little pig being consumed. Most commonly used ingredients are eggplant, green pepper, onion, lentils, beans, tomatoes, garlic and cucumbers. Fruits and nuts: grapes, apricots, cherries, green melon and figs,

lemons, pistachios, walnuts, almonds and hazelnuts. Lamb is basic prepare meals, more often seen in "sis kebab" and "Doner kebab". Fish and seafood dishes are very fresh, the most delicious being "barbunya" and "Kilic Dung. Some restaurants allow guests access to kitchen pots and they can choose from traditional foods do not understand the name, for instance "dolma" or "karniyarik. Important feature of Turkish meals is that food is served in small quantities and eat a lot of bread. Up and other basic types such as rice be eaten with bread.

Hungary. Specific pieces of art are nourishing and Hungarian dishes have a very particular taste, is cooked with paprika, onions, tomatoes, peppers, reminiscent here of the famous Hungarian goulash, chicken stew with dumplings. Soups are specific fish soup and chicken broth "Újhazi. Desserts are typical pasta with cheese, sour cherry strudel, cheese or mac and dumpling of Somlói "vargabéles. Lovers of beer varieties available Dreher, Aranyászok, Kőbánya, Sopron or Bak. Alongside the famous champagne and wines Tokaj Hungarian Törley remember - the most famous - and Tokaji Aszu - most valuable.

Bulgaria. Famous for its rich salads with every meal, traditional Bulgarian cuisine is known for its diversity and quality of dairy products and local wines and alcoholic drinks such as rakia, mastika and mint. Bulgarian cuisine uses lots of fresh vegetables and spices. Yogurt and white cheese are "at home", but the symbol of Bulgarian cuisine remains "sopska", a delicious combination of green-white-red - onions, tomatoes and cucumbers - bearing the national flag colors. Bulgarian cuisine is a real temptation for gourmets, so pastrami, moussaka and yoghurt soup are few temptations which he resists. Bulgarian cuisine has many hot and cold soups, cold soups are one of the "tarator", prepared from white yogurt, grated cucumber, peanuts and dill. There are many pastries, such as banitsa, banana cream cake, pie Savoy, a unique blend of sheep's cheese and milk, nougat Bulgarian. Here are some of the tastiest traditional Bulgarian foods: pumpkin salad with honey and nuts, potato pizza with mushrooms, Bulgarian pie, carrot and egg pancakes, kozunak Bulgarian Easter lamb pudding, lamb kebabs, Bulgarian zacusca, Bulgarian and many types of delicious cucumber salad.

Cyprus. If we have the opportunity to get in this country of fascinating beauty, have all chances to taste the "halloumi", a kind of goat's milk cheese from sheep's milk combined, served either fresh or grilled as an appetizer. Another way is traditional Cypriot meat marinated in dried coriander. Besides this way, we will not regret it if we try "souvlaki", a mixed dish consisting of pork and chicken cooked

on charcoal. One reason for eating is very tasty in Cyprus or Greece, is not frozen and that retain the natural qualities, vegetables, meat and care have a special flavor. After dinner, 'attacking' main courses, we are served with fresh fruit, refreshing after a hot day. The most common fruit is pears, apples, oranges, mandarins, cherries and strawberries and beyond. Finally we can choose between a delicious ice coffee and a little brandy typical Cyprus.

India. India is the country with 100 dialects, 1000 religions and 2000 gods. This diversity is reflected in its traditional cuisine. Contrary to popular belief, Indian cuisine is not confined to rice, curry and chutney. In India there is a national food or culinary style, but an amazing variety of foods and ingredients. India offers a variety of culinary styles, each with their specific flavor, although it can identify common points. Thus, the spices are very important in both northern and southern India, giving an intense aroma and Indian foods representing a distinct note of India. In traditional Indian cuisine does not use plates. Food is served on a "thalia", a sort of round metal plate, usually copper, although stainless steel is also catching on, or silver (for those who can afford). Cooking meat or vegetable dishes, utensil most common site is the wok-like (typical Chinese cuisine).

China. Chinese cuisine is distinguished by: the flavor of ingredients, cooking methods complexity, how sophisticated use of spices and herbs and incredible variety of traditional foods. According to a statistical study in China were identified over 60,000 different traditional foods. Chinese cuisine emphasizes the harmonious combination of foods - have achieved a balance between sweet and sour foods, intensely and neutral colors, soft or crisp texture. Both chefs and consumers insist that all ingredients are of highest quality. For cuisine to have a power of attraction, to increase the appetite of consumers, the four-color, smell, taste and shape - plays a critical role. Foods smell must be pleasant, fragrant and attractive. Taste, sweet or salty, sour or spicy taste to be as consumer and prepared according to each party. Main elements as chicken, duck, fish, meat, and shrimp are usually complete with side vegetable. Thus, the taste is out the main elements and more to the fore.

Japan. Natural and harmonious, is considered one of the healthiest in the world. Contains fewer calories, is rich in protein and iron, without cholesterol or fat variety. The kitchen is remarkable compared with other virtual absence of spices, an abundance of rice, soy products (miso, tofu), fish, seafood, seaweed and vegetables. Japanese cuisine is famous for the presentation of the preparations. All ingredients are sliced and artistically arranged, not just to be pleasant, but also to comply with

Japanese cultural symbolism. Fish and seafood are most important in your diet. Each ingredient has its well established place on the table and forks instead of using sticks. At the end of the meal, each guest receives a bowl of warm water, perfumed with a lemon slice, to wash their hands. It added that Japanese table does not contain sweets, but on rare occasions. In general, a fruit is eaten at the end of the season (look Japanese, etc.). Sushi has a history of 1300 years. HanayaYohei Japanese chef was the first who prepared sushi as we know it today. Basically, it consists of a slice of fish put on a small rice balls with a bit of Japanese horseradish (wasabi).

Mexico. Mexican cuisine would not be the same without the many varieties of peppers, of which some are very good swift. Other spices are cumin, cinnamon, cloves, coriander, oregano, onion, garlic and lemon and lime juice (limes). In addition, tomatoes, avocados and bananas play an important role in Mexican cuisine. An original authentic Mexican delicacy is "mole poblano" - turkey in gravy with dozens of ingredients, including pepper and chocolate. Tortillas: it is one of basic foods in Mexican cuisine. Are made from either flour or corn and are of very tasty when served hot. When they are fried they are called tostadas.

Thailand. Its popularity has grown, quite rightly, being a mixture of tastes and flavors exceptionally well refined. Thai salads, called "yam", are sour taste, combined with sweet and salty quickly. A simple dressing is so good for meat, seafood, vegetables and fruit. Dressing is made from fish sauce, lime juice and a little sugar. The speed is given to the swift, sweet, but its intensity depends on the texture and flavor of meat, vegetables or fruits used. Curries - the ingredient without which there can be a Thai curry, curry paste, which is contrary to India's curry is prepared from herbs and spices. Pasta is cooked in coconut milk before adding meat or vegetables. Usually, Thai desserts aren't too sweet. Bananas in coconut milk and sweetened fruit in sugar syrup and ice cream desserts are traditional, easy preparation. Thais eat also more candied fruit (especially bananas) with or without coconut cream.

Libya. Middle Eastern cuisine is known and appreciated worldwide for its wealth and sophistication. Lebanese cuisine is perhaps the most interesting of all, to say that the only thing that unites the Lebanese food is all other separating them. Lebanese food does not rely heavily on sauces, it focuses mostly on herbs, spices and the freshness of the ingredients. The food is robust, aromatic and, as in most Mediterranean countries, much depends on the season. The main course usually consists of roast (beef, chicken or fish) eaten with bread or spicy rice.

Tunisia. Tunisian cuisine is a blend of culinary traditions borrowed from the residents of the desert and the European and Oriental cuisine. An old legend says that a Tunisian husband after his wife's affection can measure the amount of pepper used in food preparation. If food becomes tasteless, man can not be sure that his wife loves him. "Couscous" is a Tunisian national food and can be prepared in countless ways. Is cooking in a particular dish, double, called couscousiera. Amateur big sweets, Turkish *baclavaua tunisienii* adopted, very thin layers of dough interspersed with ground pine nuts, almonds, hazelnuts, walnuts and pistachios, coated with butter, baked in the oven and insirobate with honey. A summer meal may consist of home pressed olive oil in some olive green peasant bread and a salad of radishes or tomatoes, served with grilled fish.

3. Romanian cuisine

Over the centuries, Romanian cuisine, in addition to traditions inherited from our ancestors, and the rich assortment of recipes made with other peoples. Seeing signs of Westernization in our country around 1700. Romanian countries were not ever outside Europe. European influence is also found in the kitchen plan. Transylvania and Banat were influenced by Austrian Empire, Russia influenced Moldova, France, Italy and Greece influenced Muntenia, Dobrogea affected Turkey as we find: pot, and *baclava*, *tuslama* from the Turks, soups and sour soups from Russian to Hungarian *goulash*, stuffed pike from in Hebrew etc. These preparations were improved Romanian cuisine according to tastes, habits and preferences. For example, stuffed cabbage is a Turkish food which is prepared at home from minced mutton with rice and raisins wrapped in cabbage leaves, grape leaves or sorrel. Romanian cuisine, and especially the Moldavian managed to turn a simple meal in a true "gourmet palace".

Romanian cuisine can be defined as a whole, but if we analyze the structure of meals in terms of assortment, the method of preparation of *condimentării*, structure and combination of different materials, we find that there are regional peculiarities, regional. Each province has a specific history that has remained unique, was completed and was enriched in terms of variety and quality. **Moldavian cuisine** is characterized by fine cuisine, refined and delicious. Is used in cooking, especially meat, poultry and fish, but pork, beef, game and vegetables, milk, eggs and cheese. It is used in soups some sour and are improved with cream and egg. Dietetic foods are, is without fried foods, smothered with onions and flour dissolved in water. Sauces are white but colored with tomatoes pasta and *paprika* broth. Moldavian cuisine is not very

busy in the spices, use dill, parsley, thyme, pepper, garlic, lovage etc. Famous Moldavian rolls are fine and delicate, they achieving minced meat are small rolls, each 8-10 all wrapped in a cabbage leaf. "Hanul trei sarmale" Iasi, led by master in culinary art Stefan Mgyesi, keep Moldavian cuisine tradition, here is eating the most delicious rolls and many other foods of the region. Moldova's kitchen eating more sweets made from dough with different fillings of vegetables, fruit, cheese. You can not talk about cuisine in Moldova if it is recalled preparations such as „alivenci”, „răcitură de pasăre”, „piftie de porc”, „ciorbă de potroace”, „borșul moldovenesc”, fish brine, polenta, „pârjoale moldovenești”, „tochitură moldovenească”, „cozonac” and „pască moldovenească”, „poale'n brâu”, pumpkin pies, cheese, apples, cabbage etc.

Dobrogea cuisine is primarily influenced by the fauna, the climate, but also by the Eastern cuisine. Is used in cooking than fish, hunt and sheep, but poultry, beef and pork. Dobrogea is rich in vegetables and fruits, milk, cheese and eggs. Dobrogea foods are abundantly rich in available materials to this area. Dobrogea cuisine foods are light, tasty, their preparation is used more oil, butter and margarine. Soups are soured, cabbage soup, but with vinegar and made of vegetables and especially fish. More snacks using fresh vegetables as lettuce mix with eggs, cheese, cream. Sauces are colored with tomato paste, and vegetables are made from crushed and dissolved in water meal off with soup bones. Basic formulas are accompanied by sets of rice, vegetables, pasta well. Use more buttermilk, yogurt and cheese but consumed as such, but also in preparing other dishes. Throughout history and especially after World War with the development of resorts on the Black Sea, in Dobrogea cuisine suffers great influence European cuisines, dishes are fine, delicate, delicious assortment of foods but improves their quality. Cuisine of the Black Sea Dobrogean can compete with any other traditional cuisine.

Dobrogea recall of foods cuisine: fish soups, tripe soup, marinades of fish, crap brine, spitted fish, crap stuffed sausages mutton, spitted lamb, „sașlacul”, kebab, moussaka, kefir, rice seals, but and „baclavalele”, „sarailiile”, candy with raisins and Turkish delight.

Muntenia cuisine is characterized by diversity, ingenuity, delicacy. She suffered over time Greek influence, oriental, French cuisine and finesse and refinement to the present day Italian influence. Muntenia cuisine uses a wide selection of vegetables, meat, meat products, fish, milk, pasta, fruit. Soups are made from poultry and beef but also vegetables, is used more and lovage, that gives a special taste. Soups, especially those of

vegetables, rice is improved but also the "rags" from eggs to flour. Tripe soup and tusalmaua are very popular. Foods preparation using undedelemnul, but butter and lard, especially in winter. Salads are available in a highly diversified range, achieving fresh vegetables or cooked in combination with fruit, eggs, cheese, "linked" together with mayonnaise sauce and especially the binder is a very appreciated. Most popular foods: stews, moussaka, ostropelul poultry, fish baked or broiled cooking with different sets, cabbage rolls with polenta, lamb reed, tripe soup, pasta and desserts such as puddings cooking pasta, pies, „papanasii”, stewed fruit, confectionary and chocolate cream. Today, the great restaurants in Bucharest and Prahova Valley is recognized by the Romanian cuisine preparations, preparations have been improved and refined, tailored to the tastes of foreign tourists.

Transylvanian cuisine has undergone Throughout history, the influence of the Austro-Hungarian cuisine. In Transylvania use than smoked bacon, well prepared, which is consumed throughout the year. There are foods derived fatty foods, savory and pepper, and made of meat and especially pork. Use vegetables, vegetables, milk and cheese and eggs. Soups are soured cabbage with vinegar or lime juice and tinker with egg yolks, cream and flour. Specificity of these soups is tarragon. Tall tales and rolls cabbage, prepared with fresh pork, mixed with smoked meat, seasoning with pepper, thyme and paprika.

Romanian cuisine is unique by the fact that every corner of the country is different gate but equally tasty.

4. Oeno-gourmet Romanian tourism

Romanian culinary tourism promotion is undoubtedly a team effort. In the absence of a national strategy, the initiative is currently reduced to small producers trying to register their marks for traditional products.

Experience gourmet "unique and memorable" may come, but the most insignificant places on the map, where financial power is very high.

Wealth of gastronomic map of Romania, some areas are very popular in Romanian and foreigners alike. Maramures is one of them - closer to the West than the rest of the country. Country of a palm thick bacon and „horinca” slapped, but especially the most beautiful Christmas carols. Where people still wear the port ancestors, and traditions are enshrined. Stunning countryside, with a unique architecture and people "beautiful, blond and brown cheeks, which lets you put the glass back on the table with Horincea if you emptied a sip." The area is also well developed in terms of agro-tourist, always ready to receive guests from

every corner of Romania, Europe and the world. Pork foods are undisputed stars of the culinary tourism.

A little further east (after passing up Tihuța) is another region with a long tradition of welcoming tourists and foreigners Bucovina painted olds monasteries country and the country of the most sweet foods.

For gourmets, is a "feast bathed in heavy cream butter and sweet soul grandparents who never baked poale-n brâu...". Moldavian carols sung by children dressed in sheepskin coats lamb impresses Europeans to tears on already soaked spirits. Winter landscape with wood smoke coming from chimneys, are unchanged since the old days "memories of childhood" ...

In the heart of Transylvania, Țara Moților attractive wood architectural culture, what competed on the Maramures, long haul and hospitality of the inhabitants of the Apuseni Mountains. Here, the cutting Wallachian plum brandy boiled pig is replaced by "cramp" - a hot drink produced by a process-right dangerous. The beauty of the surrounding mountains is like speech Moților: seated, balanced, and often astonishing.

The Apuseni Mountains, Marginimea Sibiului, an area composed of several picturesque villages and hospitable normal years to provide some of the best agro conditions. What gourmets can find here? Firstly, a spectacular smoked bacon, thin as two fingers of children, strewn with pieces of pink meat. To give such a delicacy, the pig is put at severe regime throughout the year: a period is fed with grain and vegetable fats and rich, another weak period is passed, with little grass and water.

Everywhere there are many sausages, boiling „piftii” one full day, smoked hams out of old hooks and pickles stored in barrels and jars, but best to cut nausea And young wine oak barrel, clear and joyful when clay is poured into the cup, the taste is still in a previous life, grape. In Romania, the abundance of holiday meals is mandatory and essential. Can not exists the family table, there are salads, "răciturii" and brushwood which would saturate the entire company at a party with "Swedish Buffet". Christmas is definitely the most fruitful culinary time of year. Each Romanian becomes a great chef, butcher, „gratargiu”, „ciorbar”, each having at least one skill that can be useful preparatory cooking, smokehouse, salted, boiled celebrate foods. Four of five Romanian spend home in the family, but even they are hard to secure passenger comforts and relative abundance of Christmas dinner: go to the country where he cut a pig, rush with barrels of brandy and wine glass, running after pig intestines good stuff fragrant, escape in the last minute, after for bake cakes that mom or grandma for the whole family.

Romanians who chose to visit relatives, friends, or to arrange dinners in larger groups have more than running: Celebrating Christmas is here, closely related to traditions and very few who are willing to give them. So landing sites are chosen primarily by the beauty of Jesus' birth-related habits and by wealth, taste and variety of foods, drinks and sweets prepared for Christmas mass. Those that do not impress them much carols, different preparations of pork, boiled and brandy cake, choose to spend their winter holidays abroad, especially to ski in Austria or in southern locations, where you can return sun. At the same time, however, beautiful villages in Transylvania and Bukovina are overrun with Western tourists, bewitched by the stories and photographs, made in previous years, the friends which were in Romania. Her photographs with passion "bouef salad" which they (in France) there, kneading exhausting the plum, ritual slaughter pig (not to say any step), filling their sausages and frying pan, smoking hams and bacon, winding cabbage rolls and baking them in the oven boiling meatball soup in cabbage juice, and giving each other over the hands, do not break plateaus on the table arrangement. Boiled with pepper brandy opened desires and appetites, and red wine without designation of origin is controlled to avoid a headache.

In the village near Targoviste, Pucheni, two old women still kept secret the preparation of a special cheese. Foreigners are given the wind and after the traditional polenta with cheese and cream or as a mixture of polenta with cheese called "bulz". Another product 100% Romanian is "Pleşcoi sausage", whose recipe it belongs to Serbs greengrocer.

And as always go to a square meal a good wine, Romania is proud to be part of the Wine Route, which runs through Bordeaux, northern Italy, southern Slovenia, Bosnia-Herzegovina, enter in country on the Vinju-Mare via Sâmbureşti passes on Dealu Mare and out at Tulcea. Romania is the fifth country in the EU at wine production and nine countries worldwide. Is renowned traditional Transylvanian "palinca" who representing 75% of exports of spirits.

Smaller or larger Romanian producers of wine oenological primarily on tourism promotion in terms of brands, methods of making, and then as an income generating activity. But who are those who tell the story of wine? Until a few years ago were any foreign tourists or expats eager to know and experience the wine culture through "broke the spirit of place". Now, tourists and Romans seem to rediscover the tradition and culture of wine and vine. Halewood properties, Conacul Urlăţeanu and Rhein Azuga seems to have pulled money - taking into account last year and earnings expectations for

this year. Both locations manufacturer brought about 350,000 euros, equivalent to 3.5% of total turnover in 2009 and current year estimates are higher by 10-12% to 400,000 euros. Investments were made for both merchants, and nearly 600,000 euros are being for recovery of wine Urlaţi. Investments in Azuga been written late last year. There is a project feasibility study to achieve a "Wine Spa, Halewood group. The total number of those who went through Halewood Wine Cellars last year was 12,700, of which 2800 have preferred Conacul Urlăţeanu and other 9,900 were stopped in Azuga Rhein cellars. Number of tourists expected for this year is around 14,000. Until 2005, the total number of tourists visiting the two locations, approximately 65% were foreign tourists and in 2009 this percentage was balanced. Countries of origin of foreign visitors are U.S., UK, Japan, Czech Republic, Austria, Germany, Taiwan, Belgium, France, Spain and Nordic countries.

Conacul Urlăţeanu. Situated in the howler, Prahova County, is a unique arm of the long and rich vineyard Dealu Great story. A breakfast or dinner may accompany the wine tasting, and the program includes visits underground cellars, wine presentation technologies and five varieties of wine tasting. For a tasting, tourists pay 15 lei per person.

Rhein Cellars. High in 1892, Rhein is the oldest cellars in the country in which there occurs a continuous, traditional method sparkling wine. In the cellars of the area built with double walls and natural ventilation, with black mold, tourist and art of revealing the sparkling liqueur. The visit ends with a tasting of sparkling wine and, optionally, at the request of guests, with a lunch or dinner. Pension Rhein categorized three stars, complete tourist offer to the Prahova Valley. Location has 15 rooms with private bathrooms and two lounges with capacity to serve dinner for 90 people. Visit and tasting of sparkling wine costs no more than 15 lei per person.

On the trail of the ancient poet Ovidiu at Murfatlar. After completion of the investment of 300,000 euros in rearranging the wine cellar, about 10,000 tourists last year came to taste wines Murfatlar, leaving behind about 50,000 euros. Romanian tourists vs. foreign ratio is very balanced, 50% - 50%. Large groups of foreign tourists visit comes largely as a result of cruise vessels calling at the port of Constanta, having its origin in England, Portugal, Italy, USA, Australia etc. Cellar Murfatlar hoped for this year on a number of tourists by 25% higher than in 2009 and earnings of 62,000 euros. Cellar Restaurant Murfatlar structured on two levels, can provide 200 seats on each level. A tasting session includes five samples from different years and types of wine Murfatlar. For Murfatlar wine tasting accompanied

by cheese, apples, bread and mineral water, the price is 5 euros and a tasting of premium wines that grow to 12 euros. For those lovers of the picturesque place for those too tired or there is the possibility of accommodation in minihotel with a capacity of six doubles, three star level, at a price of 100 lei per room.

Castle of Cetatea de Baltă. Visit of Cetatea de Baltă Castle (currently located in the partial restoration) of Jidvei may be under a "closed circuit" and does not provide accommodations. However, because until now have been fully renovated basement and ground floor can hold tastings, but only by reservation. For a tasting at the Castle, the price varies from 15 euros per person for a tasting accompanied by a simple meal at 35 euros per person for tasting and lunch and even more for a tasting and dinner. Prices vary and depending on the chosen menu. Visits to the Castle of Cetatea de Baltă company are not necessarily seen as a source of income, but as a way to make known our wines, the history of vine cultivation in the region and even the history of the castle itself, why not put focus on earnings generated by this activity. This is why all visits be organized only with prior booking, to enable everyone to truly enjoy the time spent at the castle without being bothered. Regarding the origin of foreign tourists, they come from Europe and the United States, Canada, Asia or Africa (Algeria, Morocco).

Recaş cellars. Sensing the potential would have a deal, people at Vinery Recaş a tourist complex founded in 2003, when they built a tasting room. Today tourist complex Recaş Cellars has four such rooms, a restaurant and an outdoor terrace, totaling almost 220 seats. In 2009, Recaş Cellars were visited by about 10,000 tourists, almost half of them being Romanian tourists, the rest coming from countries like USA, Canada, Australia, South Africa, Brazil, Peru, Chile, Japan, South Korea, Germany Austria, Italy, Hungary and Holland. Tourism activity complements the company's core business and supports its Vinery. Through this activity near the consumer tries Romanian wine and foreign tourists to give them a different side of Romania. Banat manufacturer currently has no accommodation, but, according to company representatives, the future here will be built a complex of this kind.

Rotenberg Vineyard. Not only does not take money and give the gift tasting but sometimes a bottle or two of win. It's important to make an exceptional brand and to generate a positive atmosphere around the name and methods of the Rotenberg. Tourists visiting the cellar and vineyard Rotenberg are especially friends, acquaintances or "aficionados", whose number has exceeded 80 people last year. This year will build two tasting

rooms and shops and it is hoped that in the second half to receive more tourists.

Conacul Dintre Vii. "Conacul Dintre Vii" is a four star hotel complex which provides its customers 19 doubles, 1 suite, 2 junior suites and a restaurant with capacity 80 seats, wine cellar with capacity of 50 seats, outdoor terrace with barbecue capacity 80 seats, conference room equipped with air standards and capacity of 150 seats, outdoor pool etc. Site philosophy is to combine comfort with 21st century environmental benefits cuisine in a cozy atmosphere, in an attempt to revive the inter-war Romania refinement. In 2009, 830 tourists were registered and 2010 representatives' „Conacul Dintre Vii" 1200 estimates the number of tourists. The total investment for property development amounted to 2.6 million lei, and average depreciable period of 25 years. The location, visiting most of them are Romanian, while the share of foreign tourists arrive somewhere at 35%, particularly in Europe and America. At „Conacul Dintre Vii" tourism accounts for about 65-70% of total turnover last year amounted to 620,000 lei, of which 460,000 have been made of this activity. Presentations and wine tastings from „Conacul Dintre Vii" are the best producers in the Dealul Mare (Serve / Terra Romana, Rotenberg) and are made by a team led by a renowned sommelier.

Why is it important gourmet tourism? Because:

1. almost 100% of tourists dine in town;
2. to dine remains one of the top three favorite activities of tourists;
3. the bigger the bill, the more likely customers are tourists;
4. there is a high correlation between tourists interested in wine and gastronomy and museums, entertainment, shopping;
5. culinary tourists devotes much of his leisure time;
6. interest in culinary tourism is increasing in all age groups;
7. gastronomy is the only art form that speaks of the five senses;
8. culinary tourists are explorers;
9. culinary attractions are available throughout the year;
10. local cuisine is the first decision maker.

Here are the recognized Romanian European brands: "Salamul de Sibiu", "Palinca de Bihor", "Plăcintele poale-n brâu", "Telemea oltenească cu praz", "Salam de casă Tarnavioara", "Pastrama de oaie", "Țuica", from different regions - Zetea, Valea Milcovului, Buzău, Argeş, Zalău, Bistrita, "Horinca de Maramureş", Camarzana, Seini, Chioar, Lăpuş, "Vin ars de Tarnave", "Vin ars de Vaslui", "Vin ars de Murfatlar", "Vin ars de Vrancea" and "Vin ars de Segarcea".

5. Slow Food and Gourmet Tourism Marketing

Slow Food movements emerged in 1989 as a response to the global explosion of fast food. The purpose of these organizations is the revival of local culinary traditions, people recall what the taste, caloric responsibility and the importance of knowing the origin of products consumed.

Slow Food counts today more than 200,000 members in 132 countries, countries where the movement is most successful are Italy, Germany, Japan and, predictably, USA. Other countries with enhanced implication in joining Slow Food ideas are Australia, Canada and France.

Slow Food organizations play an increasingly important health nations where the movement has strong representation but is entirely driven by other factors, this result was noted with pride but without being targeted from an early stage.

Influence on health systems is most apparent in the United States where a person dies every five minutes due to illness caused by diet. 10 percent of the cost of American health care system, one of the most well-developed world, are the costs of obesity. In figures those costs totaling over 150 billion dollars annually and forecasts based on statistical data indicates that in 10 years this figure will double, obesity became a problem unbearable by U.S. state. Diet-related diseases are the first "killer" of countries and change must take place otherwise in less than 10 years will reach the stage where children will have an expected lifespan less than that of their parents. This is inconceivable and yet very possible.

In these circumstances, Slow Food USA intervenes massively to educate Americans and unprocessed food taste what course her health. It seems hard to believe but there are families who are the fourth generation of people who do not know how to cook anything.

On the opposite side is most developed countries in Europe where their motivation Slow Food movement in tradition, to avoid restrictions on EU food-preparation methods. The best examples in this direction are France and Italy where the assembly of representatives of the movement and eat dishes prepared by the EU regarded as totally inadequate and seek special legislation to avoid pitfalls and trade shoulders.

Slow Food movement in our country, has a slightly different role, mainly engaging in activities to promote traditional products at a global level. Famous international fairs such as the Salone del Gusto "and conference" Terra Madre "organized in Turin are places where Romanian preparations gather ovation. Turin last year, Romania had a very

good year managed to sell all products prepared from the outset.

Romanian traditional products like cheese pine nuts bellows in the background, jams the Saxon villages Moeciu and captured over 200,000 visitors in two days of deal, foreigners have bought more than 300 kilograms of cheese and 150 jars of skin jam. Romanians have been notice and cabbage and beets in a jar of Husi and hollow, the curd or jam rhubarb Brusturoasa Saschiz.

For next year the two international fairs, Romania Slow Food representatives are planning the presentation of two other Romanian traditional products, namely cobza with smoked trout and a type of onion produced in Turda, which is unique in Europe. Encouraged by the success of current Slow Food with the Romanian Peasant Museum decided to promote traditional food in the country. Products like this are so popular that foreigners come to visit rural areas of Barsa (Bran Rasnov or Rucăr) for the simple opportunity to taste and buy pieces of the region. This region has always been privileged to map agricultural trade, often succeeding fame householders to go outside. If speaking agrarian Brasov and Covasna counties are recognized as "lands of potato" farmers are not inferior animals, each year, participate in international competitions, proud of their products. Among these is the famous cheese pine nuts tasted and appreciated for the first time in autumn 2004 at the Turin festival of traditional products. Mountain regions of Romania "factory" true delicacies, smoked cheese, soft cow cheese, curd and cheese, but honey, syrups own recipes of blueberries, berries, tree buds.

6. Conclusions

Fierce competition currently existing tourism has led to change optics to attract tourists: from established areas, excessive use limited periods of time, well equipped with infrastructure (winter sports resorts or coastal), at "compound" zones, there is an offer integrated cultural, natural assets and complementary attractions to extend the time and space to expand tourism.

Hilly areas, where vineyards, for example, are generally rich in untapped tourist resources but poor in infrastructure.

In the hilly areas, especially in autumn and spring can develop oenotourism and generally gourmet tourism, offer an ideal instrument for integration in these areas.

For an oenogourmet route to benefit the county level, is necessary to involve all the factors that contribute to local tourism product.

If a region offers numerous opportunities for wine tasting, gourmet products for the consumption of other specific cultural and natural heritage of great

interest to integrate all these products of these manufacturers is a tourist route.

Romanian cuisine is unique by the fact that every corner of the country is different gate but equally tasty.

Why is it important gourmet tourism? Because: almost 100% of tourists dine in town; to dine remains one of the top three favorite activities of tourists; the bigger the bill, the more likely customers are tourists; there is a high correlation between tourists interested in wine and gastronomy and museums, entertainment, shopping; culinary tourists devotes much of his leisure time; interest in culinary tourism is increasing in all age groups; gastronomy is the only art form that speaks of the five senses; culinary tourists are explorers; culinary attractions are available throughout the year; local cuisine is the first decision maker.

Gastronomic festivals, made some small communities or guild, began to collect, temporarily, a large group of tourists (foreign and Romanian) which rises in the area, sales of units in the areas of hospitality and restoration.

Even if, in Romania, we can not yet speak of a true gourmet tourism, rural tourism, and ecological tourism, have gained ground in the last decade, and among owners and managers of pensions already beginning to see the change of mentality.

Unfortunately, these offers are very little percentage in Romanian tourism supply for domestic or foreign tourists coming to Romania.

For the latter, limited culinary challenges, yet few foods generally valid – „sarmale”, „bulz”, „tochitură”, „papanasi” - in the absence of effective exploitation recipes typical of each area.

For 2010 a new dimension in the development of tourism gourmet, in Romania, is given to the opportunity to access EU funds or the Ministry of Agriculture.

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