The cultural development of gastronomy

Culinary art versus future trends

Submitted to
MODUL University Vienna

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Vienna, May 2015
Declaration of Academic Honesty

I, Rita Dahbi

Born on the 21. March 1990 in Vienna, Austria

Herewith declare,

1. writing my bachelor thesis autonomously, without the use of sources and aids, which were not explicitly stated and unauthorized,
2. that I have, neither nationally nor internationally, submitted my bachelor thesis in any form of examination paper,
3. that all interview partners agreed to the publishing of the interview content.

Vienna, May 2015

Rita Dahbi
Abstract

Topic: The cultural development of gastronomy culinary art versus future trends

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Course/ Year: BBA in Tourism and Hospitality Management
Pages: 77

Content: The purpose of the thesis is to understand how gastronomy developed during years, taking into consideration several aspects such as culture and globalization, which both, had great impact on the industry. The paper will focus on the gastronomic scene in Vienna with comparisons to other cities worldwide. Moreover, this study analyses future trends as well as unique concepts in all forms and shades. Furthermore, the research is conducted in such way to gain a deep insight from the point of view of different experts of the Viennese culinary scene. The first part of the thesis lays in defining specific words in order to understand the whole concept of gastronomy. In the second part of the research, we are looking deeper in the history of culinary art as well as on future trends and innovation. Last but not least, the third part of this thesis aims to get answers from experts working in this field.

Supervisor/ Promoter: Eva Aileen Jungwirth-Edelmann, MA
First and foremost, I want to thank my parents for giving me the possibility to chase my dreams and for all the love and support I got.

I want to express gratitude to my beloved brother, Idriss, who always believed in me and strengthen me with positivity throughout my life.

My thanks and appreciation to my supervisor, Eva-Aileen Jungwirth-Edelmann, for supporting me as my advisor throughout the time it took me to complete the research and write this thesis.

This thesis is only the beginning of my journey.
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Chapter 1

Introduction

Motivation cognitive interests

Local culture is becoming more important due to the increase of competition between tourism destinations. Gastronomy plays an intensely important role in culture because not only food is significant to the tourist experience, but moreover the fact, that gastronomy has become an important source of identity evolution in postmodern cultures. (Greg Richards, “Gastronomy as a source of regional identity and tourism development”, 2001).

Nowadays, we are confronted with food and culinary arts in every shape continuously, but when did the first restaurant open its doors? Why and how did gastronomy, as we now it today, evolve into a mass and capital oriented industry?

I personally grew up in a gastronomically environment, being raised up in between pots and pans I was always fascinated by this industry. An industry that will always exist, because eating and drinking are basic needs that have to be satisfied - in which degree one is willing or interested in satisfying it, is the other question. How and why are eating habits constantly changing, what are the factors that influence them? Our population is constantly growing, but our resources are limited – a challenge that has to be taken care of, awareness has to be created.

Moreover, I want to find out where the trends are going, how and what people eat, or what they expect in the future. Restaurants in Vienna open their doors on a daily basis, but unfortunately also close faster than expected. To try to overcome such slip-ups, it is very important to be aware of the historical and
cultural background of gastronomy, as well as its developments over time and its future trends. With globalization and new media technologies, the gastronomic industry has to adapt, in order to stay competitive. Everybody is different. Everyone has different needs. And everybody has different definitions of a good “restaurant”. By comparing these different aspects and by talking to experts in this field, I will try to understand the market in order to create awareness.

The saying, ‘we are what we eat’ is becoming increasingly important, not necessarily in the physical sense, it has more to do with the cuisine we purchase on holiday and with which we identify ourselves.

Not only the modern tourist is becoming more mobile, but also the food we purchase.

Summarizing up what Richards said, the association of a specific food type with areas is being confronted through culinary styles as well as the growing mobility of food and the increasing differentiation of foods and cookeries.

A long way from creating a homogenized gastronomic scene, the strain in the middle of globalization and confinement is delivering continually varieties. Not only are global nourishments rising as for example the world wide renowned brand Coca Cola or the US fast food franchise concept McDonald's, however regional food is flourishing, and “fusion foods” are being invented to nourish the “global soul” (Greg Richards, “Gastronomy as a source of regional identity and tourism development”, 2001)

Richards states that vacationers themselves are adding to gastronomic versatility, by making an interest for substances they have experienced abroad, or in their own nations. There are various scientific diagrams that show how gastronomy has improved in taste and craftsmanship through time.
Outline of the research questions and its limitations

The aim of this thesis is to outline the history of gastronomy, its developments and definitions. Moreover, I would like to outline the changes; globalisation and emancipation have brought to this sector.

Furthermore, this thesis aims at showing what impact our culturally diverse society has on the ever-changing culinary art. Outlining how future trends affect, what and how we eat today.
Due to a limited timeframe, my thesis will primarily focus on the gastronomic scene in Vienna, with occasional examples from other major cities worldwide.

The research will be conducted in such a way as to give a summary on existing literature and in-depth interviews with pioneers in the field working, in Vienna. The research aims at outlining the current situation of gastronomy in Vienna and identifying how trends give shape to food consumption.
Chapter 2

Culture

2.1 Defining Culture

„I feel it is an obligation to help people understand the relation of food to agriculture and the relationship of food to culture.“ – Alice Waters

Culture defined by Sir Edward Burnett Tylors is "that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society".

Analysing the term culture, is to date, no straightforward task. Literature suggests that because the term is used in so many different fields, for example history, sociology or psychology, there are ample ways to define it.

As James Banks and Harold McGee state, culture is seen as “...,symbolic, ideational and intangible aspects,...the essence lays in the perception of the individual an how he perceives them...”, however we find more definitions on culture, Peter Damen for instance, publics in his paper of 1987 that culture is “...the learned and shared human patterns of living...”. Both, Banks as well as Damen agree on culture being an intangible good, as well as on culture being a learned behaviour and state of mind. Geert Hofstede adds an important aspect, which is that culture “...distinguishes the members of one category of people from another." The most simplistic way of defining culture is the shared and learned behaviour of a group of persons mutually influencing each other.
By comparing the definitions from above, one can easily extract, that the word “behaviour” has an extensive meaning when one talks about culture. “Value” and “knowledge” are considered being the foundations of culture, as well as “traditions”.

With the explosion of new communication systems, as well as the birth of the “urban lifestyle”, one can witness the emergence of several new cultural pools as you can find in the table below.

<table>
<thead>
<tr>
<th>Culture</th>
<th>Definition</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>High culture</td>
<td>Society or culture, in this sense, alludes to having what now be known as &quot;modern&quot; taste in the expressive arts or humanities.</td>
<td>Dell Hymes (1969). “Reinventing Anthropology”.</td>
</tr>
<tr>
<td>Popular culture</td>
<td>Popular society is alluding to what you listen to, what you read, what you wear and how you talk and so forth the talked words.</td>
<td>R. L. Holloway Jr. (1969). &quot;Culture: A Human domain&quot;</td>
</tr>
<tr>
<td>The art of lifestyle</td>
<td>This implies that whatever remains of society truly needs to concentrate on the universe of craftsmanship and culture as a fundamental hotspot for arrangements, as well as methods for discovering arrangements and an entire knew idea of what a profitable life truly implies.</td>
<td>M. Tomasello (1999). &quot;The Human Adaptation for Culture&quot;</td>
</tr>
</tbody>
</table>
In the more recent definitions of culture, the main purpose is the well being of the human, as well as the achievement of a balanced working conditions and a healthy lifestyle. There are most probably many other new emerging definitions, but the main aspect remains that culture is: the intangible good, a state of mind, a behaviour that is learned and lived.

### 2.2 Defining food culture

It is difficult to see why we require a nourishment society, unless we comprehend what such a society truly is and where it origins from.

Food culture is defined as “…a connection to food in a pure and deep sense…it is knowing what it takes to bring forth food, rejoicing in times of plenty, and doing all we can to help one another in times of scarcity…the conversation had around a table three times a day and it is the health given to our bodies from the essence of those plants and animals…” (Shannon U. (2013) Nourishing Days – Plan to Eat.)

Ethipio born Marcus samuellson, has a deep knowledge of society and the stew of substance. S was adopted and raised by Swedish parents. He says: as he says, “Everywhere I’ve been, everything I am is reflected in my feelings about food. America is called a melting pot, but I think it’s more like a stew where individual flavours are still present yet create a whole. Like me, many of us
have mixed backgrounds and influences. We struggle between holding on to our cultural heritage and fitting in, and nowhere is this more clearly expressed than through food.”

It is hard to have a clear idea of what food tourism is, especially if one has never had anything to do with this industry before, whereas to an agriculture, life is all about nutrition in all senses: creation, preservation as well as distribution.

In the past few years, the importance of food and consumption in general, has increased tremendously. Food has become a metaphor and a symbol of interest of how many people nowadays are interested and focussing in the origins and production methods of food products. Food has become a statement for people; they nowadays have the choice to be part of it, to eat what they crave for, to choose the producer and to live their own food culture. Moreover, food is the new way of desire that people are constantly seeking, the desire of having “good food”, the desire of simplicity and the desire of consciousness. Dani Terbu states that, these 3 factors are the most important ones and lead to the new food culture, the “urban lifestyle” as Terbu define it. (Dani Terbu, January 2015 - Vienna Food Week)

### 2.3 Austrian food culture

Over the many years of Austria's presence, an exceptional custom of Austrian Cuisine has developed. Its conventional and surely understood formulas pull in a large number of vacationers every year. It is widely known that Austria had a wide territory back then and it’s specialities emerged throughout the years of multicultural co existence. (Austrian Press & Information Service in the United States, 2009).
The Habsburg Empire extended their territory widely, todays Eastern Europe was yesterdays Habsburg Empire with over 12 nationalities and 50 million individuals talking sixteen unique dialects. (Linton, R. 1945, The Cultural Background of Personality.)

The following countries have influenced Austrian cuisine: Alsace, Spain, Switzerland, Holland, Bohemia, Moravia, Slovakia, Poland, Hungary, Croatia, Italy, just to name a few. The majority of the above have impacted Austria's food in their own specific manner. Be that as it may, not all of what can be appreciated at Austria's eateries and bistros these days has calmly thought that it was' way into Austria's kitchens. Numerous a formula and fixing had been washed aground by Austria's mixture of Pan-European cooking coincidentally, as an occurrence or by war.

In the following table one can extract “typical Austrian dishes”, which originated from a different country but became indispensable in the Austrian cuisine nowadays.
### Table 2: Specialities and their origin country

<table>
<thead>
<tr>
<th>Specialities</th>
<th>Origin</th>
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<tbody>
<tr>
<td>Coffee bean</td>
<td>Turkey</td>
</tr>
<tr>
<td>Apfelstrudel</td>
<td>Turkey</td>
</tr>
<tr>
<td>Wiener Schnitzel</td>
<td>Italy</td>
</tr>
<tr>
<td>Palatschinken</td>
<td>Hungary</td>
</tr>
<tr>
<td>Gulasch</td>
<td>Hungary</td>
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<tr>
<td>Sausages</td>
<td>Germany</td>
</tr>
<tr>
<td>Pastries</td>
<td>Bohemia</td>
</tr>
<tr>
<td>Croissant</td>
<td>Austria</td>
</tr>
<tr>
<td>Bergkäse</td>
<td>Middle East</td>
</tr>
</tbody>
</table>

Source: Linton, R. 1945, The Cultural Background of Personality

Due to the Turkish Invasion of Europe and more specifically Austria, Vienna got the unique and worldwide known “coffeehouse culture” because Turkish soldiers brought the coffee bean to Austria. Again during this time, the famous “Apfelstrudel” was invented, which as the minority know, is an imitation of a popular Turkish desert. The “Wiener Schnitzel”, which represents the flagship of the national cuisine, originated in northern Italy.

(Austrian Press & Information Service in the United States 2009.)
“Food is, after all, identity. It is an important part of our sense of belonging: to our families, cultural area and national unity”.

*(George Herbert, Changes in eating habits)*

Thus it turns out to be clear that culinary specialities are national and territorial points of interest. They uncover much about the spirit of a nation, about the openness to different societies. A significant number of the dishes thought to be exemplary Austrian formulas today, would never have seen the light of day without intercultural dialog. The Austrians have dependably been genuine experts in the specialty of uniting a wide assortment of social impacts on a solitary plate. The Austrian menu peruses like a walk around the social history of Europe, similar to an excursion into the past. *(austria.info/art-culture)*

**Why does the Austrian food culture play an important role in society?**

Vienna’s population is rapidly growing – until 2030, one assumes that 200 000 more people will move to the capital. Vienna, the “melting pot” of central Europe is not only home of the “Viennese Cuisine”, which is considered as being the interface between the Orient and the Occident, moreover it became a global player of trading, it is a city where resources are growing and cultivated, one of the most important exporter when it comes to fruit and vegetables, as well as wine and beer. Not to forget the high quality of water Austria has to offer. Vienna has been ranked as the “best city when it comes to living qualities” for several years in a row and therefore became a global competitor for other cities. Nevertheless, Vienna is improving this awareness and working on the branding to become even more competitive. *(Klaus Buttenhauser, „Falstaff“ 2000-2012).*
2.3.1 Example of the coffee house legacy

“Wenn die Welt einmal untergehen sollte, ziehe ich nach Wien, denn dort passiert alles fünfzig Jahre später.” Gustav Klimt

Freely interpreted, Klimt states that Vienna’s lifestyle was and still is very leaned back, people are not interested much in innovation or changes, but really preserve their culture of “Gemütlichkeit”, which can be translated into comfortableness.

In the chapter below, the reader will get an insight into Vienna’s traditional coffee house culture and why it is so hard to establish new ideas and concepts.

As Klaus Buttenhauser states in his interview with the “Food Week Vienna”, an important role of the very slowly changing perception of food in Austria and moreover the implementation of an “acceptance” of new concepts is due to the fact, that Austria has a very traditional way of living, in all senses. One thing to see about Austrian sustenance society is that in Austria, nourishment is savored and dinners are praised. Austrians can spend over an hour examining different themes more than a feast and thereafter invest an equivalent measure of energy to complete their discussions more than some espresso and sweet. This conduct is frequently alluded to as regular Austrian "Gemütlichkeit" and is particular to Austrian society. "Gemütlichkeit", a word, which has been received in the English dialect, portrays a situation or perspective that creates an upbeat state of mind and a feeling of prosperity. It depicts an idea of having a place and social acknowledgement, of being snuggled up and invite. That is
precisely what one would hope to discover in the greater part of Austria's neighbourhood bars, eateries and bistros.

As the hundreds of years advanced, the Viennese café developed into something more than only a spot to get some espresso. In spite of the fact that cafés were omnipresent all through the city, each had its own particular climate and pulled in an unmistakable customers construct to a great extent in light of scholastic, political, or social hobbies, and social class. Viennese cafés were the most loved frequented places of such Austrian personalities such as Austrian Therapist Sigmund Freud, artists like Gustav Klimt and Egon Schiele or writers like Arthur Schnitzler and Stefan Zweig to name a few. The prominence of the cafés can be ascribed to the remarkable social capacity they served. Notwithstanding fantastic espresso and little suppers, customary Viennese cafés offered their supporters the chance to sit in and read the daily papers news in agreeable surroundings. (John A. Irvin Excerpts taken from the article "Cafe Hawelka").

Today, with new generations coming up, having the power of information exchange within seconds and the open mindedness towards innovative ideas and concepts, young entrepreneurs dare to take the opportunity and adapt traditions and customs in such way to make space for new ideas. In the following chapter “future trends”, the reader will learn about unique concepts in Austria as well as in comparison to the world.
Chapter 3
Gastronomy

3.1 Defining gastronomy

Gastronomy is greatly hard to characterize, as well as the term, much the same as "society" has turn out to be all the more vigorously loaded over the long haul. As Rosario Scarpato states, the first meaning of gastronomy has grown as of late. Encyclopaedias define gastronomy as: “the art of selecting, preparing, serving, and enjoying fine food”.

Etymologically, "gastronomy" is gotten from Ancient Greek γαστήρ, gastér, "stomach", and νόμος, nómos "laws that administer", and in this manner actually signifies "the craftsmanship or law of managing the stomach".


The culinary term shows up without precedent for the title of a lyric by Joseph Berchoux in 1801 entitled "Gastronomie".

The derivative gourmet has come into use since the publication of the book by Jean Anthelme Brillat-Savarin, “The Physiology of Taste”. According to Brillat-
Savarin, "Gastronomy is the knowledge and understanding of all that relates to man as he eats. Its purpose is to ensure the conservation of men, using the best food possible."

3.2 Development of gastronomy

Cooking has incredibly developed throughout the hundreds of years, and all the more particularly since the Renaissance, which denoted the begin of more expound, imaginative cooking, with already obscure items originating from the New World, for example, chocolate, beans, pepper and later tomatoes, corn and potatoes. After the French Revolution, which assumed a conclusive part in abrogating exchange organizations, Marie-Antoine Carême added to the refinement of French food. He streamlined and arranged a food that was extremely unpredictable at the time, through a few noteworthy works. (Le Maître d’hôtel français, Le Cuisinier parisien, L’Art de la cuisine française au XIXe siècle).

The modernization and organization of French gastronomy is generally attributed to Georges Auguste Escoffier, who simplified the modern menu and the structure of meals.

Cooking is continually being modernized, supported by science and innovation, for case with the revelation of cleansing by warm handling in hermetically fixed jars, which implied that nourishments could be saved, then the entry of the first gas cookers in the 19th century, then the first ice chest, and so forth.

In the late 1960s and the beginning of 1970s, renowned chefs like Paul Bocuse or Michel Guérard founded the term “nouvelle cuisine” which was characterized by lighter dishes, experimenting with ingredients and flavours.
In the same way as different administrations and "encounters" offered to (post) advanced customers, a particular arrangement of generation, conveyance and presentation has risen that can be described as one of the “social commercial enterprises”.

In the social business of gastronomy the quality bind is being stretched out to incorporate an extensive variety of financial exercises, a considerable lot of which are identified with tourism. (Blank Fritz, “Gastronomy”).

Nowadays food and personal identity are closely connected. In other words, “what we eat is who we are”, for instance, vegan food covers more then our basic need to eat, it has become a lifestyle. A further example would be the trend for organic food, which flows into the clothing industry. Furthermore, certain childhood treats become our adult comfort food. Changing our eating habits is perceived, psychologically, stripping away of our identity, on a regional, personal and national level. Tourists perceive food as an oral intake of the destinations culture. Nevertheless, tourists tend to eat the same way they would at home. For example, study show that English sightseers like to go to pubs or some even bring food from home on their vacation. (Anne-Mette Hjalager, Greg Richards - Tourism and Gastronomy.)

Sustenance has been utilized, as a method for producing and supporting personalities, chiefly in light of the fact that what we eat and the way we eat are such essential parts of our way of life. As Hjalager brings up, dietary patterns are "...parochial practices that are found out and socially bound." In Brief clarification this implies in a straightforward case: a few Catholics still keep away from meat on Friday, as a demonstration of penitence, thus frequently eat angle on this day, Moslems and Jews refrain from eating pork, while Hindus, because the cow is holy to them, will not eat beef.
3.3 The first restaurant

The eatery is such an apparently characteristic and vital foundation that one would suspect its been with us for whatever length of time that man has lived in urban communities. Be that as it may, the eatery, as we probably am aware it today, is a shockingly late advancement.

The most punctual harbingers of the eatery were the medieval bar and cookshop. The bar generally gave a day-by-day feast, at an altered hour and value, normally serving only one dish, much like a family unit cook giving supper to an expansive gang. (wordpress.com, retrieved May 2015).

Starting in England around 1650, the café started assuming control a large portion of the bar's social capacities. At to start with, the café served just espresso, tea, and chocolate, every fresh introduction to Europe. At that point, the café started giving wine, lager, and incidental hot dinner. (wordpress.com) Another fascination was its supply of journals and bulletins routinely continued hand for espresso swillers on their approach to and from work.

As found in differing writing, the term eatery (from the French restaurer, to restore) initially showed up in the 16th century, signifying "a nourishment which restores", and alluded particularly to a rich, exceptionally enhanced soup. It was initially connected to an eating foundation in around 1765 established by a Parisian soup-merchant named Boulanger. (Fierro Alfred (1996). “Histoire et dictionnaire de Paris.”)

The primary eatery in the structure that got to be standard (clients taking a seat with individual segments at individual tables, selecting nourishment from menus, amid settled opening hours) was the "Amazing Taverne de Londres",
established in 1782 by a man named Antoine Beauvilliers, the previous culinary expert of the Count of Provence, at the Palais-Royal.

It had mahogany tables, cloth tablecloths, ceiling fixtures, fashionable and prepared servers, a long wine list and a broad menu of intricately arranged and displayed dishes. (Fierro, Alfred (1996). Histoire et dictionnaire de Paris.)

In June 1786 the Provost of Paris issued a declaration giving the new sort of eating foundation official status, approving restauranteurs to get customers and to offer them suppers until eleven at night in winter and midnight in summer.

Much like in GB, French nobility, before the revolution, employed a big household, e.g. cooks, butler, kitchen maids etc. After the revolution, these persons became unemployed due to a lack of jobs, many opened eating establishments, by 1805 the number in Paris has risen to 500. (Stephen Mennell, All Manners of Food: Eating and Taste in England and France from the Middle Ages to the Present)

The first eateries in the US were recorded around 1680, e.g. “The Blue Anchor Tavern”. The famous “Fraunces Tavern” in New York, famous for George Washington’s farwell speech to his soldiers departing for World War II had survived until today.

The major American developments in the field of restaurants were the self-administration eatery and the programmed eatery. The primary self-administration diner in New York opened in 1885, yet self-administration
foundations called cafeterias first got to be mainstream in San Francisco amid the gold rush era.

By 1955, there were near to 200,000 eating places in the United States, one for each 800 persons, serving more than 60 million suppers a day with a staff of 1.3 million specialists. Yearly deals totalled around 9 billion dollars, making the eatery the third biggest retail business in this nation. Around 20 percent of every single eatery deal are presently rung up on the money registers of huge American chains. These incorporate Howard Johnson's, McDonald's, and different hamburger drive-ins. (Kivela, J., & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination).

### 3.4 Food in tourism

#### 3.4.1 Defining food tourism

The most used definition is: “the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near”. (http://worldfoodtravel.org, retrieved in May 2015)

Why far and near? People do not have to travel across the world to eat or drink, food travellers are found in own regions, cities and neighbourhoods. Worldfoodtravel Blog states that: “...distance covered is not as important as the fact that we are always on the move...” Subsequently, we are all "explorers" of a sort and we are all "eaters".

Food Tourism has become one of the most important aspects of the tourism industry. This fact has been widely recognized by the tourism industry and their
product has been modified to incorporate this fact. (UNWTO - global report on food tourism).

The focus has shifted to offer regional and sustainable products.

Due to the fact that it has become so much cheaper to travel and tourists have more income and time to their disposal, they tend to escape their daily routine by visiting new places.

The modern tourist is looking for learning experiences and it is here that food tourism is increasingly playing a prominent part. As Shuai Quan and Ning Wang stated, over a third of a tourist budget is spent on food. Concluding one can say, that a destinations culinary variety has gained importance.

The most utilized definition of food tourism used in the literature is proposed by Hall and Sharples (2003); according to which, food tourism is “an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers’ markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.”

Furthermore, this experiential adventure is identified with a specific way of life that incorporates experimentation, gaining from diverse societies, the securing of learning and comprehension of the qualities or ascribes identified with tourism items, and also culinary specialities delivered in that district through its utilization. Along these lines, as per Shuai Quan, the experience of gastronomic tourism is considered as being what is indicated, if that everything said above constitutes the primary reason or inspiration to go to a specific destination.

This specific area of tourism has impact on: -economy – employment –local heritage.
Due to the fact that tourists are interested in the origin and production of local food, it is possible to say that food tourism and cultural tourism are interconnected. Not only does this area of tourism improve the general perception of a destination, but because these specialities are usually expenses which attracts a very specific type of tourists with a generous wallet. This in term has a positive impact on a destinations economy. (Taleb Rifai, UNWTO – Global Report on Food Tourism, 2012)

3.5 Defining globalization

Not only has human activity being influenced by the rapid globalization but food production as well as consumption has also been greatly affected. Although this is not a new phenomenon, it’s rapidity has highly increased. Due to facts like information exchange, communication technology and transport. Nonetheless it has to be said that no unifies definitions has been found due to a variety of concepts and different views.

Anthony Giddens refers to globalisation as “…the process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology…”, “…this process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.” (Al-Rodhan, R.F. Nayef and Gérard Stoudmann, 2006 Definitions of Globalization: A Comprehensive Overview and a Proposed Definition)
3.6 Globalization in gastronomy

The procedure of globalization undermines the nearby relationship of gastronomy and neighbourhood, local and national characters. As sustenance, for example, 'French fries' get to be accessible all around and already regular nourishments are sold lasting through the year, there is a disassociation of nourishment and place.

Our eating habits are driven through the rapid changes globalization and localization had on the gastronomic landscape.

The term “McDonaldization”, as Ritzer states, was created in the time when fast food has risen. The American fast food chain “McDonalds” has today over 25 000 establishments in over 150 countries worldwide.

In times where the “Big Mac” has become a measurement of the purchasing power for nations, the opinions are widely spread and discussed.

3.7 Hard facts

This under section will provide the reader with some figures and numbers on food tourism around the world. The table below gives an overview of restaurant properties in capitals around the world. Vienna has a very high number of restaurants, especially when we consider its size and population.

By comparing similar cities with each other, like Berlin and Paris, we can notice, that the number of establishments in Paris (23 mio establishments) is almost 4 times more present then in Berlin (5 mio establishments), even though Berlin has twice as much inhabitants than Paris has (2,24 mio – 2011).
London is the “culinary hotspot” of Europe. With more than 37 mio establishments it has no competition at all – it has even more restaurant properties then metropolis likes New York (24 mio.) or Hong Kong (11 mio.)

Interestingly, Amsterdam has almost as many restaurants in the city as Vienna, although it is rather small city with not even 1 mio. Inhabitants. Compared, to Vienna, who has almost twice as many inhabitants.

<table>
<thead>
<tr>
<th>City</th>
<th>Restaurant number</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amsterdam</td>
<td>1.312</td>
<td>2012</td>
</tr>
<tr>
<td>Berlin</td>
<td>4.885</td>
<td>2008</td>
</tr>
<tr>
<td>Bogota</td>
<td>6.158</td>
<td>2013</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>11.834</td>
<td>2012</td>
</tr>
<tr>
<td>Istanbul</td>
<td>9.508</td>
<td>2012</td>
</tr>
<tr>
<td>Johannesburg</td>
<td>15.000</td>
<td>2012</td>
</tr>
<tr>
<td>London</td>
<td>37.450</td>
<td>2011</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>28.787</td>
<td>2013</td>
</tr>
<tr>
<td>New York</td>
<td>24.249</td>
<td>2012</td>
</tr>
<tr>
<td>Toronto</td>
<td>7.983</td>
<td>2013</td>
</tr>
<tr>
<td>Paris</td>
<td>22.327</td>
<td>2010</td>
</tr>
<tr>
<td>Singapore</td>
<td>2.426</td>
<td>2012</td>
</tr>
<tr>
<td>Vienna</td>
<td>1.983</td>
<td>2013</td>
</tr>
<tr>
<td>Moscow</td>
<td>3.159</td>
<td>2014</td>
</tr>
</tbody>
</table>

Table 3: Number of restaurant establishments around the world

Source: [http://www.worldcitiescultureforum.com/indicators/number-restaurants](http://www.worldcitiescultureforum.com/indicators/number-restaurants)
Over the past year, spending on eateries as a share of total income has declined noticeably. People in poor countries are forced to give a higher share of income to groceries.

As the graph demonstrates, that connection between poverty and spending on sustenance is not preserved: Cameroon, as being one of the poorest countries in Africa, spends more on nutrition than the United States. Hungarians dedicate around 10% of their family spending to liquor and tobacco and only 15% on eateries. (economist.com, retrieved May 2015)

The chart underneath demonstrates the examination discoveries for eatery turnover rates. Amid the first year of operation, somewhat more than one-

“90% of restaurants fail during the first year of operation.” – G. Sidney
quarter of all eateries shut or changed possession. Before the end of their third year, barely shy of 60% of all eateries shut or changed possession. The turnover rate fluctuated little in the middle of autonomous and chain eateries. (Randy White, the White Hutchinson Leisure & Learning Group).

Table 5: Restaurant turnover rates of independent and chain restaurants

Source: The white Hutchinson Leisure & Learning Group
Chapter 4

Future Trends in the Food & Beverage industry

We experienced childhood in this present reality where nourishment was basically a consistent, with just continuous changes in taste and food. The world we are entering is one where sustenance will change in a wide range of routes, and for various reasons. Richard Worzel is a Chartered Financial Analyst, a key organizer, and Canada's driving futurist. In the accompanying he diagrams a percentage of the real drivers of progress that are going to influence our clients and the staple business in tomorrow's reality. (Sabin Azua, 2006 “The food and beverage industry. Keys for future competitiveness.”)

The development of tourism today is absurd. It simultaneously generates processes of globalization and enhanced appreciation of local resources, as Iñaki Gaztelumendi, Consultant of food tourism in the UNWTO report states, “…tourism destinations, obliged to maintain increasingly intense competitiveness and engaged in a constant struggle to retain some of their market, face an increasingly dynamic and sophisticated environment…”

The world is increasingly open, however, tourists seek experiences based on local identity and culture.

Lately gastronomy has turn into a key component to become more acquainted with the way of life and way of life of a domain. Gastronomy epitomizes all the customary qualities connected with the new patterns in tourism: regard for society and custom, a solid way of life, credibility, supportability, experience, to name the most critical.

In like manner, gastronomy speaks to a chance to revitalize and broaden tourism, advances neighborhood monetary advancement, includes distinctive
expert divisions, for example, makers, culinary specialists, advertises, and so on., and conveys new uses to the essential area. This driving part of gastronomy in the decision of destination and tourism utilization has brought about the development of gastronomic offerings in view of excellent nearby items and the merging of a different business sector for nourishment tourism. (UNWTO, Global report on food tourism, 2012)

What are the major worldwide patterns and the keys to achievement that can be seen in this development of food tourism?

• Quickly rising sustenance costs – The ascent of the white collar class in quickly creating nations, similar to China and India, imply that numerous more individuals are eating numerous more calories every day. The outcome is an increase in the interest for nourishment – and for more asset escalated sustenances like meat and dairy items. The outcome, when joined with the opposition for ground space, will be steady increments in food prices. (Future Trends in Technology and Hospitality – futuresearch.com)

• One person’s food – What food our clients will need is moving and making new patterns in sustenance interest, including everything from natural nourishments, without gluten nourishments, and lower sodium items. Yet, even this is a little taste of what's to come. (Future Trends in Technology and Hospitality – futuresearch.com)

• Technology – Innovation is the "anticipated special case". We know it has as of now wrung noteworthy changes in business and society, yet it will be considerably to a greater extent a distinct advantage later on, particularly in the nourishment business. The next ten years will see many changes.
Establishments will need to adapt to those changes in order to stay competitive. (Future Trends in Technology and Hospitality – futuresearch.com)

- **Assassin marketing** – We have moved from a "push" model of promoting in light of expense per-thousand publicizing, to a "force" model in view of the ascent of social networking. Yet the adjustments in promoting and publicizing are no place close wrapped up. As we take in more and all the more about the conduct of more buyers, and make sense of how they need to be served, we can start to address particular hobbies in ways that have never been conceivable. As media change, so excessively must advertisers' methodology, making it impossible to winning hearts and wallets.

  (Future Trends in Technology and Hospitality – futuresearch.com)

The hardest part turning around what's to come is that, it will be dictated by one driver of progress, as well as every one of them, and their belongings will meld. That is the reason now is the ideal time to plan for tomorrow's nourishment and tomorrow's purchaser.
4.1 The key for future competitiveness

Sabin Azua argues that, in the event that we pay consideration on the most eminent takes a shot at this subject, we end up in a circumstance which highlights the truth of gatherings of customers with all the more investing force and less energy to choose what to purchase, in the meantime wellbeing cognizant, and of a multicultural foundation, expanding the recurrence of procurement for the duration of the day, and with a prominent rate who are versatile or arranged to go in the mission for new encounters and flavors, and so on. This is the reason one of the principle attentiveness toward organizations in the area is that of investigating better approaches to achieve shoppers, in the meantime attempting to expand their vicinity or benefit.

As far as contention inside of the segment, various patterns ought to be considered in the matter of characterizing individual methods of organizations in this part:

- Product development and adjustment to diverse snippets of utilization is one of the keys to intensity in the part.

- There is a developing pattern to give items, which have dependably been business sector stables, or hard to separate, a name of "selectiveness": lettuce (prepared cut and at an obviously higher value), bread for day by day utilization (exceedingly focused), espresso (Starbucks is a surely understood sample), salt, and so on.

- Each and each viewpoint identified with a given item is vital concerning helping procedures of separation and deal: outline, showcasing, compartments, material, bundling, logistics, pulling in customers,
unconventional systems for offering and so on. (Sabin Azua, 2006 „The food and beverage industry. Keys for future competitiveness”.)

All the trends in the above can be outlined by the need to take the division of customers to a compelling, in the meantime considering new behavioral patterns and propensities, selecting the most suitable items at the right snippet of utilization, sufficiently giving data and making the products alluring to buyers. Customary practices of division of the nourishment and beverage industry need to wind up more refined with a specific end goal to meet the always advancing requests of the business sector.

It would not be conceivable to talk about future patterns for the sustenance and refreshment industry without mulling over the progressions got from the incorporation of new advances in creating rivalry in the division: deals over the web, utilization of new innovation to give a more exact division of customer gatherings, utilization of the RFID framework which permits products to be followed all through the whole logistic procedure, and portable business. At the end of the day, for this part, albeit there may be cutoff points to creative thoughts and commercialisation, innovation has no limits. (Sabin Azua, 2006 „The food and beverage industry. Keys for future competitiveness”.)
4.2 The evolution of pop up markets

“If new products can come and go, why can’t the stores that display them do the same?” (trendwatching.com)

Pops ups come in all shapes and sizes, and satisfy a mixture of diverse purposes. Some utilization appear to build brand presentation, others channel its vitality to unite all the more definitively with their crowd and upgrade their client experience. Some saddle "appear" to manufacture expectation leading the pack up to a dispatch or occasion, and others depend on it to test new markets, or even restore old ones. (PopUnion – popuppages.com, retrieved February 2012).

Interestingly, there is an underlying theme across all of these purposes - discovery.

It helps individuals discover new products and services. It helps brands discover new ways to communicate with their audiences. It helps businesses discover new markets and opportunities. It helps property managers discover new clients and properties themselves to discover new uses. It helps communities discover new ways to engage, interact and progress. (popuppages.com, retrieved February 2015).

But importantly, the power of pop up “...no longer relies on any interaction or intersection with other industries, such as retail or real estate – it has discovered a market all of its own…”, as Ana Tripovic, General Manager of PopUpMarketing says.

As a result, pop up is fast moving beyond a “trend” to become a “trade” in its own right. A new “Pop Up Culture” has formed, resulting in the emergence of a pop up “industry”.
In the following table, the advantages of a pop up for different players of different industries are listed, which were taken out from the pop up online community popuppages.com

4.2.1 Examples of Pop Up Markets

**Opera & Food:**
In June, Vienna’s Tourism Board is offering several Pop Up Operas in Italian restaurants. While eating a delicious Italian meal, one can enjoy the nice sound of famous Operas such as “Cosi van Tutte” by W. A. Mozart.
(wien.info, retrieved in May 2015)

**Schwarzmarkt im Chiq Chaq:**
Schwarzmarkt do not define itself, but it is eventually a start up of young Viennese students with different backgrounds who have the same vision. Schwarzmarkt “pops up” and “leaves again” every other month with no rush. The last event took place at “Chiq Chaq Naschmarkt”, where artists, restaurateurs as well as designer created a space for innovation and communication, while raising money for charity by selling second hand clothes.

**Sonia Rykiel’s café-cum-library:**
The Sonia Rykiel flagship store in Paris has been transformed into a café-cum-library as part of a pop-up concept, which sees nearly floor-to-ceiling shelves of hardcovers and paperbacks trace the perimeter of shop’s interior walls. The unique setting allows visitor to stroll around, have a nice cup of coffee and read one of the thousands of books in the shelves.
(wien.info)
4.3 Street Food – now and then

4.3.1 What is street food?

Street food is prepared to-eat nourishment or beverage sold in a road or other open spot, for example, a business or reasonable, regularly from a convenient nourishment corner, sustenance truck or sustenance truck. (Artemis P. Simopoulos, Ramesh Venkataramana - Street Foods 2000, 2011)

Street food was generally consumed by poor urban occupants of antiquated Rome, whose homes did not have broilers or hearths. In those days, chickpea soup was one of the normal suppers, alongside bread and grain glue.

In old China, where large indulged poor people consumed street food, rich inhabitants would send hirelings to purchase street food for their bosses to eat in their homes.

A voyaging Florentine reported in the late 1300s that in Cairo, individuals conveyed outing fabrics to spread in the city and eat their suppers of sheep kebabs, rice and misuses that they had bought from road sellers. In Renaissance Turkey, numerous intersections saw merchants offering "chomps of hot meat", it was the Ottoman Turkey who initially authorized and regularize road sustenance benchmarks, in 1502. (Cathy K. Kaufman (2006-08-30). Cooking in Ancient Civilizations,2012)

4.3.2 Street food international

Street food is found around the world, however has varieties within both, cultures and regions. Dorling Kindersley describes Vietnams street food of as being "...fresh and lighter than many of the cuisines in the area...", while
Thailands street food "fiery..." and "pungent with shrimp paste ... and fish sauce...".

Contrasts in society, social stratification and history have brought about distinctive examples how family road seller undertakings are generally made and keep running in diverse ranges of the world. Case in point, couple of ladies are road sellers in Bangladesh, yet ladies prevail in the exchange Nigeria and Thailand. Doreen Fernandez has found out that in the following countries, street food is perceived as follows:

Phillippines: Locals social mentality towards food is one “social component working in the road nourishment sensation”.

Swahilis: walking on the street while eating is considered to be rude.

India: "marked distinction between food that could be eaten outside, especially by women," and “...the food prepared and eaten at home, with some non-Indian food being too "strange..." or tied too closely to non-vegetarian preparation methods to be made at home”.

Tanzania: street food vendors produce economic benefits beyond their families by purchasing local fresh foods, which has led to a proliferation of urban gardens and small-scale farms.

United States: street food vendors are credited with supporting New York City's rapid growth by supplying meals for the city's merchants and workers.

Mexico: “an increment in road merchants has been seen as an indication of breaking down monetary conditions in which sustenance distributing is the
main occupation opportunity that untalented work who have relocated from provincial ranges to urban regions have the capacity to discover”.
Things have certainly changed since then. Street food vendors, as well as the types of food being served have expanded exponentially. Street food markets are booming all over the world offering fresh and handy food in a relaxing environment, often accompanied with music and entertainment.

4.4 Vienna Food Week

One may say that Vienna is behind when it comes to innovation and implementing new strategies in order to position itself in a new way to attract more people to visit the city. Austria has a long culinary history and acts as the melting pot of culinary arts between the western world and the occident. In order to create awareness about the food industry in and around Austria, as well as to remind people of the unique products the country has to offer, the Vienna Food Week was initiated.
This year, between the 26. September 2015 and the 4. October 2015, Vienna is transforming into a “food city”. During this specific week, the hosts, Klaus Buttenhauser and Francisca Tan, will transform the city in to a culinary journey. Even though it is the first time that the Vienna Food Week will take place, the event already earned such good feedback, that the city is planning on keeping it as a stable event for the future, especially to keep creating awareness among people.
The main topics during the Vienna Food Week will cover everything from the production of food, to new trends in the food industry as well as interactive discussions and challenges. (http://viennafoodweek.at/, retrieved April 2015).

4.5 Presentation of unique concepts

“Sometimes heading out to a restaurant is not about the food...” “A restaurant can also be about having a novelty experience, such as dining in complete darkness or having a robot as a server—a special something else that might draw curiosity seekers in...” - Kathleen Squires

In the past years the food industry has grown tremendously. Tourists are more and more interested in the production of the local specialities and a lot of destinations see this opportunity to market their destination right in order to attract even more tourist.

In this chapter, I want to outline special and unique concepts in Vienna and around the world.

I have chosen these following five concepts due to its diversification as well as location. As we have learned from the previous chapters, gastronomy is in a constant evolution and needs to differentiate itself. These concepts show how diverse gastronomy can be, but at the same time, delivering the same product –food.
<table>
<thead>
<tr>
<th>Concept</th>
<th>City</th>
<th>USP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vollpension</td>
<td>Vienna, Austria</td>
<td>Retired grandmothers, bake, serve, and run the coffee place.</td>
</tr>
<tr>
<td>ZINE</td>
<td>Tulum, Mexico</td>
<td>Cinema in the jungle serving a wide range of exclusive dishes.</td>
</tr>
<tr>
<td>Les Filles</td>
<td>Brussels, Belgium</td>
<td>Culinary concept combining different activities in a great setting.</td>
</tr>
<tr>
<td>Dans le noir</td>
<td>Paris, France</td>
<td>Gourmet menu in a pitch-black dining room, servers are blind.</td>
</tr>
<tr>
<td>Kinderkookkafe</td>
<td>Amsterdam, Netherlands</td>
<td>Children do the cooking with a little help from adult advisors.</td>
</tr>
</tbody>
</table>

Table 6: Unique concepts around the world  
Source:
Chapter 5
Methodology

5.1 Aim of the interview

The aim of this paper and the therefore conducted interviews with expertise in Vienna’s gastronomic scene is to understand the importance of the shift in change when it comes to eating habits as well as to define gastronomy and to position it correctly in order to get an insight of upcoming events in this field. Moreover the interviews were conducted in such way to understand or to compare old structures with new structures, meaning talking to pioneers who have been successful during decades, but also talking to young and new entrepreneurs who dare to try out new concepts and came out to be very successful, innovative and creative when it comes to gastronomy.

Following questions where asked during the interviews:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-</td>
<td>For how long have you been in this industry?</td>
</tr>
<tr>
<td>2-</td>
<td>How would you define gastronomy in general terms?</td>
</tr>
<tr>
<td>3-</td>
<td>Can you observe any specific changes in eating habits of your customers?</td>
</tr>
<tr>
<td>4-</td>
<td>If yes, how did these changes affect your business?</td>
</tr>
<tr>
<td>5-</td>
<td>Did you and your business adapted to those changes?</td>
</tr>
<tr>
<td>6-</td>
<td>Burgers, Pop ups and Street food – what comes to your mind?</td>
</tr>
<tr>
<td>7-</td>
<td>Do you see any challenges occurring in the future?</td>
</tr>
<tr>
<td>8-</td>
<td>What would you recommend someone who wants to set foot in the hospitality industry?</td>
</tr>
</tbody>
</table>
5.2 Research design

There are different designs, which are utilized as a part of research, all with particular favorable circumstances and impediments. Which one the researcher uses, relies on upon the points of the study and the way of the marvel. (Oskar Blakstad “Research Designs”. Retrieved Jun 11, 2015 from Explorable.com: https://explorable.com/research-designs).

The aim of this study is to primarily find out how gastronomy is defined in Vienna, what changes have had major impacts and where the future trends are leading us.

The focus of the interview is to find out how gastronomy is perceived among restaurateurs. Is there a significant difference between proprietors who have been in this industry for ages and young entrepreneurs? And if there are, can one say one-way is better then the other? Furthermore I want to outline the importance that food has in tourism and how changes may affect the industry in the future.

The interview is based on a qualitative research to get the most accurate outcome. Due to a limited time frame, the research focuses on the opinion of experts and how they perceive gastronomy.

5.3 Unit of analyses

Interviews are used in qualitative research, which means that the findings will not have data in the form of numbers but rather in the form of words. An interview may be conducted individually with one person or with a group of people (Patton & Cochran, 2012).
Three sorts of Interview examination exist: organized, semi-organized and unstructured.

In an interview, inquiries are arranged and asked in a particular request, no progressions are made with inquiries and more often than not no subsequent inquiries are utilized for further advancement. This sort of interview is simple and quick to set up, however the quantity of members is constrained (Gill, Stewart, Treasure, & Chadwick, 2008).

Unstructured interviews are never in view of past speculations, and the little time is spent in arranging the inquiries. This kind of a interview is extremely drawn out, as the respondents answer may advance in regards to the inquiries inquired. As the inquiries are unstructured the members are typically extremely confounded and it is hard for them to keep focused.

Semi-organized interviews are made of inquiries that are partitioned into segments, where each segment is a specific zone that the questioner needs to investigate. Catch up inquiries may be solicited, and with this sort from interview the member has the capacity do his/hers own particular thought or have more point by point discussions. The principle reason why interviews are led is that they give a more profound knowledge into the member's perspectives, convictions, thoughts, and encounters in regards to the subjects being investigated. It is imperative to make inquiries through which the questioner will pick up however much data about the subject as could reasonably be expected. The length of the interview relies on upon the theme being inquired about, however generally every meeting keeps going somewhere around 20 and 60 minutes. (Gill, Stewart, Treasure, & Chadwick, 2008).
5.4 Participants

It was of high interest to ask a variety of expertise in this field, therefore a selection of 6 persons with completely different concepts where asked to tell their story.

<table>
<thead>
<tr>
<th>Name of interviewee</th>
<th>Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haya Molcho</td>
<td>NENI Vienna</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>MOTTO, Motto am Fluss, HALLE MQ, Kunsthallen Café Wien</td>
</tr>
<tr>
<td>Andrea Vaz-König</td>
<td>Deli Bluem</td>
</tr>
<tr>
<td>Dani Turbu</td>
<td>Vienna Food Week</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>LEO Würstelstand</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>Die Burgermacher</td>
</tr>
</tbody>
</table>

Table 7 Establishments and Owner
5.5 Selection criteria

The main criteria used to distinguish where as follows:

a. Concept: In order to show the diversity of establishments based in Vienna, as well on the different thinking approaches, why and how is this concept working?

b. Age: Having a mix of different age ranges will show if there is a difference whether someone has been in the industry for ages or not.

c. Gender: Is there a connection between gender and the industry?

d. Professional: Does someone who has reached a certain academic level have a better understanding of the industry?

d. Cultural background: Are restaurateurs who have a different cultural background successful in Vienna?

<table>
<thead>
<tr>
<th>Criteria selection</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samples size</td>
<td>6</td>
</tr>
<tr>
<td>Females</td>
<td>3</td>
</tr>
<tr>
<td>Males</td>
<td>3</td>
</tr>
<tr>
<td>Age range &gt;50 years</td>
<td>1</td>
</tr>
<tr>
<td>Between 40 and 50 years</td>
<td>2</td>
</tr>
<tr>
<td>Under 30 years</td>
<td>3</td>
</tr>
<tr>
<td>Other nationality than Austrian</td>
<td>1</td>
</tr>
<tr>
<td>Other professional background than gastronomy</td>
<td>4</td>
</tr>
</tbody>
</table>
5.7 Construction of interviews

The interviews were held in a time frame of 2 months between February 2015 and April 2015. In order to determine personal opinions as well as their level of know how, all the asked questions were open-ended questions. The interviews were held at the respective property and audio recorded as well as registered on phone. All interviews were declared, however the interviewees could not prepare themselves, as they did not know which questions are going to be asked, hence, the interviewees were aware of the research topic. Moreover, the interviews were held face to face and in German. The average interview took around 45 minutes.

5.6 Reflections concerning questionnaire

In order to truly find out the opinion, beliefs and experiences of the experts, the interview was held in a structured way. Although, the possibility of extension in order to create a deeper conversation was welcomed.

**Question 1:**
In the first question, I wanted to find out how long the person has been in the gastronomic scene, this was specifically important in order to analyse if there has really been a shift in eating habits and the development of gastronomy. Moreover I want to find out if there is a difference in perceiving the industry throughout the years.

**Question 2:**
The following question, defining gastronomy, was primarily held to check on their knowledge - can gastronomy really be defined? How does one interpret the term for his own establishment?

Question 3:
In order to find out if globalization, cultural aspects as well as new trends emerging have influenced gastronomy, the next question will help to understand the changements our experts felt during the last years.

Question 4:
Question number four is a follow up of the previous question, here, I want to find out if the changing environment and behaviour of customers have effects on sales numbers, reputation and/or other aspects.

Question 5:
With this question I want to differentiate whether traditional establishments are open towards innovation and adaption or not. Furthermore I would like to find out, if these adaptions are affordable and profitable.

Question 6:
By spreading out Buzzwords like Burgers or Pop Up, the purpose is on one hand, to change the structure a little bit and to see what would first come in the experts mind, and on the other hand, I would like to get to know more about trend perception.

Question 7:
As future trends are one of my major chapters in this thesis, my last question was conducted in such a way, to give the expert freedom on how he or she
interprets “future challenges”. This is especially interesting in order to learn more about competitiveness. Does a successful restaurateur admit weaknesses or anxieties? Have he or she thought of giving up on gastronomy? Is gastronomy an industry that remains for ever?

**Question 8:**

In this very last question, I wanted to find out what the motivation of the expert towards their work is.
Chapter 6
Evaluation and findings

6.1 Interview summary

In order to evaluate and compare the experts answers, I have decided to structure this part in such a way, that each question has all the answers from every expert underneath. A short interpretation will follow after each section.

<table>
<thead>
<tr>
<th>Question 1</th>
<th>For how long have you been in this industry?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haya Molcho</td>
<td>5 years</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>25 years</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>1 year</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>8 years</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>Initially not in the industry</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>10 years</td>
</tr>
</tbody>
</table>

Most of the interviewees have long-time experience in gastronomy. In average, they count 9.8 years of experience. Only Daniela Terbu, who, is self-employed and co-founder of a food blog, has no fundamental knowledge in the industry.

How can one interpret this? In my opinion, gastronomy is a very practical oriented industry, which means, one does not necessarily have to have a specific academic level in order to run a business. Of course, if we talk about a
managerial position, one has to have a certain know how, but the industry is seeking for people with passion and commitment towards work.

<table>
<thead>
<tr>
<th>Question 2</th>
<th>How would you define gastronomy?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haya Molcho</td>
<td><strong>Passion</strong> and the <strong>willingness</strong> to create an environment of good food for the soul.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td><strong>Hard</strong> physical <strong>work</strong>.</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>The <strong>well being</strong>. The sharing and exchange of a <strong>common interest</strong>.</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td><strong>Satisfying</strong> people with good service.</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td><strong>Mixture</strong> of many factors such as cultures, lifestyle and last but not least – satisfying a <strong>human need</strong>.</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>Gastronomy is very <strong>diverse</strong>.</td>
</tr>
</tbody>
</table>

The perception of gastronomy from the interviewees’ point of view is all in all very broad. None of them could find a stable definition, as literature already showed, it is very hard to define the term gastronomy.

Summarized, one could say that gastronomy is about satisfying a human’s need with passion, combined with the willingness to work hard for an optimal outcome of a shared interest – in this case food.
To me personally, I was expecting such answers because gastronomy has countered so many “obstacles” in the last centuries. It has evolved from taverns where you can choose between two dishes, to molecular cuisine and now the trend is going towards regional as well as local and healthy. Not only the cultural development makes the “origin” of gastronomy so difficult to track back, but moreover, it is the trends, which are leading the way of the ever changing consumer habits.

<table>
<thead>
<tr>
<th>Question 3</th>
<th>Can you observe any specific changes in eating habits of your customers?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haya Molcho</td>
<td>I never really followed trends, eating is being creative and if you stop being creative your job here is done.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>So many things have changed. Time, technology, habits</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>It was very hard for me to eat out – so I opened my own restaurant.</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>You cannot compare “Café Central” customers to today’s customers at “Die Burgermacher”.</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>There is a change in how people purchase their food nowadays; by this I mean that people trust in people.</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>Yes, it was easier back in time. Communication is the main issue.</td>
</tr>
</tbody>
</table>

Trends come and go, not only in the fashion industry. Nowadays, when statistics note that 90% of restaurant establishment are closing after their 3rd year, one should reconsider following trends. The fundamental key to success
is an elaborated business plan. In order to achieve your goal of being independent, market research is indispensible. One has to know his customers as well as his competitive set and a business oriented thinking with a good intuition when it comes to decision-making.

<table>
<thead>
<tr>
<th>Question 4</th>
<th>If yes, how did these changes affect your business?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haya Molcho</td>
<td>I have launched my own supermarket brand to <strong>reach new customers</strong>.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td><strong>Differentiation</strong> through different channels. In my case, I have serveral target groups...</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>I think that <strong>my restaurant</strong> was the change.</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>I took over &quot;Die Burgermacher&quot; a couple of months ago because the previous owner could not handle the <strong>pressure of competition</strong>.</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>-</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>People <strong>perceive</strong> sausages <strong>differently</strong> then they used to. It is a hard business.</td>
</tr>
</tbody>
</table>

By comparing the answers of question number four within the experts, it is easy to conclude, that if one wants to stay competitive and have long-term success, it is of high importance to segment the market accordingly to your establishment, try to target different audience groups as well as to be confident with the product one is selling. I think if one’s passion is gastronomy, endurance and patience are needed in order to fulfil the dream. I don’t think
that one has to adapt to all changes in order to stay competitive – but one has to really consider the “right” concept and be persistent at one point to preserve their vision and mission and as well not to confuse their customer with changements and confusions all the time.

<table>
<thead>
<tr>
<th>Question 5</th>
<th>Did you and your business adapted to those changes?</th>
</tr>
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<tbody>
<tr>
<td>Haya Molcho</td>
<td>I don’t want my customers to lead my way, I want to show them the way they want, but don’t know yet.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>Technology played a major role, Wi-Fi is now a requirement for a restaurant.</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>-</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>I am very young, I wanted to fulfil my dream of independence.</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>The emerge of this new communication tools had a great impact on gastronomy.</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>Our customers visit us because they like the traditional touch.</td>
</tr>
</tbody>
</table>

When it comes to technology and gastronomy, the opinions are divided. One says, gastronomy is all about people, communication and transmitting experiences, whereas the other half argues, that if one is not willing to adapt to new technologies and to the form of how to transmit this experiences, he or she will most probably fail, sooner or later.

It is true, that the emerge of new technologies have shifted the whole industry into a new light. In my opinion, this is a curse and a saviour at the same time:
due to online tools, transparency is bigger then ever, anyone can rate and comment, a click away. This has been a wide discussion within the industry – the owners do not have the power anymore, but the customer does. This transparency is to enjoy decently because the question that occurs is – how reliable are those information?

The main purpose of eating out has no deep meaning no more, one cannot enjoy the different ingredients and tastes, instead the first question to the waiter is the WIFI password.

When it comes to certain adaption in gastronomy, there is no right or wrong – I would suggest to take the golden middle and try to focus on what the establishment is known for – having a great meal and enjoy the possibility of choosing what to eat, where to eat and when to eat.
With new generations coming up, being raised up in a completely different surrounding with a variety of possibilities it was only a matter of time to “invent” gastronomy new, or more precisely, to perceive it differently then previous generations. One can argue that there has always been street food market around the world, and burgers aren’t a new invention as well, but the marketing strategies are. As we are yearning to live simpler and with more awareness, people started going back in time to rediscover what they have forgotten during time. Street food markets are one of them. Although they initially were appealing to the lower class, today, it has become a place where you will find great food – most probably burgers – at a very high price, but people are willing to pay this price because it has become part of their lifestyle. The problem occurs, when it transform into mass products, and it upsets restaurateurs, understandably, considering the fact, that restaurateurs pay a

<table>
<thead>
<tr>
<th><strong>Question 6</strong></th>
<th><strong>Burgers, Pop ups and Street food – what comes to your mind?</strong></th>
</tr>
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<tbody>
<tr>
<td>Haya Molcho</td>
<td>Too many burgers! Why?</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>Today you find your Burger in street food markets. What is local about a Burger in Vienna?</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>I prefer the healthy nutrition; Pop ups are very interesting concepts</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>Burgers: simple product – great impact</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>Vienna Food Week – check it out!</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>I do sell Burgers as well because the demand was so high.</td>
</tr>
</tbody>
</table>
high amount of monthly rent, whereas a food trucks don’t. The discussions about restrictions in Vienna are going wild and time will show how this will develop in the future.

<table>
<thead>
<tr>
<th><strong>Question 7</strong></th>
<th>Do you see any challenges occurring in the future?</th>
</tr>
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<tbody>
<tr>
<td>Haya Molcho</td>
<td>I love challenges! It would be <strong>boring</strong> otherwise.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>People don’t know what they want. In this society, where it is more important <strong>where you eat, then what you eat.</strong></td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td>The problems we have to overcome are in politics, regulations and <strong>salaries.</strong></td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>-</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>-</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>We only generate <strong>money</strong> on weekends – that was different decades ago.</td>
</tr>
</tbody>
</table>

It is always difficult to predict the future, in anyways, but when one talks about gastronomy and delivering a service, one can imagine where the problems may lie. The time where workforce was affordable is over. Nowadays, almost every industry is reducing their work force and replacing them either with new technologies, or letting scholars do the full time job without any remuneration. This is a major problem owners as well as employees have to conquer.
In order to find out what motivational factors the experts have towards their work, I conclude that either you work in gastronomy because you had never the choice of doing something else and had to take over the family business, or you are absolutely committed to it. I am pretty sure, that there is no in-between. One has to keep in mind, that being restaurateur is being “Jack of all trades”.

<table>
<thead>
<tr>
<th>Question 8</th>
<th>What would you recommend someone who wants to set foot in the hospitality industry?</th>
</tr>
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<tbody>
<tr>
<td>Haya Molcho</td>
<td>I don’t care if someone has the perfect CV or the right formation. This is not important in gastronomy. <strong>Passion</strong> is. And <strong>patience</strong>.</td>
</tr>
<tr>
<td>Bernhard Schlacher</td>
<td>No weekends, no holidays, no closing hours. But <strong>education</strong> is the key to success.</td>
</tr>
<tr>
<td>Andrea Vaz - König</td>
<td><strong>Courage</strong>, a stable surrounding and support of your beloved ones.</td>
</tr>
<tr>
<td>Daniela Terbu</td>
<td>-</td>
</tr>
<tr>
<td>Leopold Mlynek Junior</td>
<td>I never <strong>dispute my mind</strong> with something else then gastronomy.</td>
</tr>
<tr>
<td>Alexander Längauer</td>
<td>Starting from the <strong>peak</strong>.</td>
</tr>
</tbody>
</table>
6.2 Conclusion of the outcome

To sum it up, gastronomy can be traced back to a long history. The industry is always changing – why? It is as simple as saying that, people are constantly changing, not only their behaviour or interest but moreover their taste.

It is very difficult to predict future trends as Schlacher states once during the interview, he says that people do not know what they want tomorrow, restaurateurs have to be a role model in leading towards new trends and hoping that innovations are accepted by the population.

In the case of my family, who originated from Morocco and wanted to fulfil their dream of serving original Moroccan dishes in a small restaurant, failed, because people were not ready back then. One may say that my parents gave up too early and should have become that “role model” Schlacher is stating, but it might be said easier then it is done: creating awareness is in my opinion the key to success. Austrians did not no a lot about Moroccan culture back in the 1980s as they do today. I am being asked on a daily basis where to find good Moroccan food in Vienna – my answer is always the same – stay curious, it will come.

Moreover, competition in this industry plays a major role. Restaurants open on a daily basis and in order to stay competitive it is of high interest to position your brand. When we talk about gastronomy, we often hear the words passion, satisfaction and hard work.

One can notice, that there is no difference whether the owner is female or male, has a high educational level or not. A variable, which definitely influences the restaurateurs state of mind, is the time frame. The longer one works in gastronomy, the less one seems to be is open minded towards innovation and new concepts.
Haya Molcho is the only expert who has a different cultural background, this could also be extracted from the answers she gave, or more precisely, how she answered. Molcho often talks about passion and love, she is fond of learning by doing and does not accept a mind-set with the leading phrase “this is not possible”.
This aspect is interesting because even though she is the oldest participant, Haya Molcho is the most open one and very enthusiastic when talking about food and gastronomy in general. Whether, the customer’s point of view differs greatly from the experts, would need further research.
Reflection

During my studies at MODUL University, I have gained deep knowledge of the hospitality industry but my main interest always lay in the gastronomic part. In order to sum up this last milestone of my study program, this research encouraged me to deal with this topic more critically.

Gastronomy has evolved into a mass industry. Major influencer of the development where wars, as well as globalization and different cultural aspects. These influencers make the food industry this impulsive – it is an industry that is always present, more precisely, it will have to remain present, in order to stay competitive. Constant adaption and future visions are required to keep people satisfied. Experts today have difficulties in finding a true definition when talking about gastronomy, which is very similar to a stable definition on culture. During my research for this paper, I found out that gastronomy is about transferring knowledge on the food product and culinary techniques, taking an in-depth look at nature, origin and traceability of foods and beverages and the principles governing their processes. For many of the world’s billions of tourists, gastronomy has become a central part of the touristic experience, whether they are returning to familiar destinations to enjoy tried and tested recipes or travelling further afield in search of new and special cuisine. As we shift towards a more globalized world, consumers are increasingly seeking authentic experiences. Food is an essential expression of local culture and identity. As we talk about globalization, we should keep in mind that it does not only have positive aspects: in this global world, where you can have anything at any time, we forget sometimes that it is not normal to eat mangos or papayas on a daily basis as well as having the fresh fish delivered from Japan or our bananas in the cereals. I really need to stress on
the fact that people need to be more aware towards their shopping attitude when it comes to groceries.

As I am aiming to open my own restaurant one day, I was very happy to do all my research in order to get an insight and deep connection towards the industry. Even though I was born and raised in a restaurateur family, it was very fascinating to read through all the articles and theories of the past. I am looking at this industry more critically today, as my perception has changed slightly. There is no manual on how to make a restaurant work.

I definitely agree with my father, who is running a restaurant for more then 30 years now, as well as with all the experts I was talking to during my research: you have to love gastronomy, you have to live it and you have to transmit this exact feeling to be successful.
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Appendices

Interviews

Haya Molcho, NENI

1- I have been in this industry for more than 5 years.

2- Gastronomy is passion and the willingness to create an environment of good food for the soul.

3- To me personally, it is hard to distinguish that because I think that my customers come to my places because they are interested in how I perceive new tastes and how I combine them. I never really followed trends, eating is being creative and if you stop being creative your job here is done.

4- The only things I adapt to are laws. I don’t want my customers to lead my way, I want to show them the way they want, but don’t know yet.

5- Too many burgers! I have one question: why? I like the fact of repositioning the burger from the “fast food leader” to having a business lunch in a fancy burger restaurant, but why is everyone hyping it that much? It’s just a burger.

6- I love challenges! My whole life is a challenge and it’s good otherwise it would be too boring. I cried so many times, I fell and stood up again. The difficulty starts when you stop believing in yourself. I think it is very important to be the greatest fan of your work, people feel that. If you are absolutely convinced by what you are doing and if you do it with passion,
your success will come – sooner or later! What might become a problem is jealousy. My sons are in charge of everything that has to do with marketing and customer relationship, I sometimes have the feeling that people are not happy that you are successful.

7- Travel the world, open your eyes, eat what you have never eaten before and combine all of this with love and passion. I don’t care if someone has the perfect CV or the right formation. This is not important in gastronomy. Passion is. And patience.

**Bernhard Schlacher, MOTTO**

1- I started as a waiter when I was 16 years old. That means that I am in the industry for more then 25 years now.

2- Hard physical work.

3- Definitely - when I first started in the gastronomy, people ate a lot of meat. The menu was structured in such way, that vegetarians could simply order the side dishes. They wanted a meat starter, followed by fried meat and the desert was cut off most of the time. So many things have changed. Time is also perceived totally different then back then. They used to stay in the restaurant for hours, talking to waiters and also to the neighbour tables. Today they sit in front of their smartphone. Looking at the picture they took of the food instead of really enjoying it.

4- Well, I had to adapt to specific needs of my customers, technology played a major role, Wi-Fi is now a requirement for a restaurant. Besides that, the eating habits changed, customers who come to one of my properties are so different and I don’t want to lose any of them, that’s why the menu is so broad. Everyone who will come will find something they like. I don’t want to say that I prefer quantity to quality – not at all –
I change the menus on a monthly basis, I don’t want my customers to get bored.

5- Burgers: I love a good burger, but there is nothing worse than a bad burger and I have tested a lot in Vienna and must say that they should maybe stick with the Schnitzel.

Pop Up: Great opportunity for start ups, I wish I had the chance back in my time.

Street Food: Whenever I am abroad, I always go for street food because it is the most authentic way to eat like a local. The problem today is that people do not really understand the true concept of street food markets. Today you find your Burger in street food markets. What is local about a Burger in Vienna? Austria has such a great food culture, why no we sell so many Burgers?

6- Yes, the problem is the identity. People don’t know what they want. In this society, where it is more important where you eat, then what you eat, the perception of food has totally changed. My parents could not afford to go to a restaurant every week. Nowadays they eat out 3 times a day. Which is good for me, yes, as an entrepreneur, but I still question myself. Competition is also a big word. It is very hard to remain competitive with so many good concepts and young restaurateurs opening.

7- Be aware that you will have no weekends, no holidays, no feierabend. It’s a fulltime job and you’re “das Mädchen für alles.”

Andrea Vaz-König, Deli Bluem

1- Not even a year, 10 months.
2- To me it’s the well being. The sharing and exchange of a commun interest – in this case food.

3- Well I come from the finance sector initially. I have changed my eating habits around 10 years ago, this is when I first heard about the vegan lifestyle and I wanted to try it out. In the last 8 years it was very hard for me to eat out because restaurants did not have any dishes to serve to vegans. I don’t want to obligate anyone to eat the way I do but I did not want to eat what they offered so I started working on a concept and today, I am sitting here, in my vegan restaurant.

4- Burgers: Recently a lot of vegetarian/vegan burger restaurant opened their doors. I tried some of them but I just don’t like it. I prefer the healthy nutrition and a burger is just not healthy. Even if they call it vegan burger. Pop Up: Very interesting concept but I think it is hard to establish yourself only with Pop Ups? And I have the feeling that there is a Pop Up for every thing, every day, everywhere. Street Food: this is a tricky one. First thing that comes to my mind is India.

5- The problem we have to overcome are in politics, regulations and salaries. How do you want to deliver a perfect service, if you cannot afford enough personal? How do you want to create a high quality dish if people are not willing to pay the price? We have to create awareness, how is it possible that a Döner is cheaper then vegetables?

6- Courage, a stable surrounding and support of your beloved ones.

Dani Terbu, Die Frühstückerinnen

1- Well, I am not really in this industry, I actually love food, but my profession is being an online marketing communication expert. I do this for more then 10 years now.
2- Gastronomy to me is diversity. Nowadays it’s a mixture of many factors such as cultures, lifestyle and last but not least – satisfying a human need.

3- I started my blog several years ago, by just posting my favourite dishes of restaurants I like online. There is a change in how people purchase their food nowadays, by this I mean that people trust in people. If someone gives you a good recommendation it is more likely that you will visit the restaurant then when you see an ad on the tramway station. The emerge of this new communication tools had a great impact on gastronomy. Good and bad. A lot of restaurants that invested in good marketing are now just regular ones because they do not meet the needs of clients anymore. If you ask me, it is not only about the food anymore, it’s far beyond that. You may go to a restaurant and don’t have the best dish, but experience a nice evening, in a stunning environment, with great service for an affordable price. I think today it is more about creating this experience then about the actual food you are consuming.

(end of the interview due to limited time frame)

Leopold Mlynek Junior, LEO Würstelstand

1- I was born in this industry, my father opened the first “Würstelstand” more then 80 years ago.

2- Gastronomy is very diverse, I mean you see it here, I am a stand of 5 square meters, with no seating area. Gastronomy is part of life, there have always been restaurants or places where to purchase food and this will also remain for ever.

3- Yes, it was easier back in time. When my father opened its doors, people came here to escape from their daily routine. They stud here for hours,
eating a sausage and drinking their beer. Communication was the main purpose why they came. Today, we are known for being one of the best stands in Vienna, we deal with a lot of tourists and therefore we had to adapt in a way to also meet their expectation. Asians are very picky with food they don’t know that’s why we had to introduce new products to our line such as Schnitzel.

4- To stay competitive, one has to adapt to changes but as we are very traditional and simple, there is not much you want to change. Our customers visit us because they like the traditional touch.

5- I am not really aware of Pop Ups, I do sell Burgers as well because the demand was so high, especially from young people coming here after they had a long night out.

6- I have to admit that sales are going down, compared to the last 10 years. The positioning plays a major role in my opinion. We only generate money on weekends and a sausage is not very expensive, compared the employee you have to pay until the early morning hours.

7- I never had the choice, I don’t know if I could have done something else, I never dispute my mind with something else then gastronomy.

Alexander Längauer, Die Burgermacher

1- When I was 16 I had enough of school and decided to start an apprenticeship as restaurant expert at Café Central. So nearly 10 years.

2- Gastronomy is satisfying people with good service, recommend them the best dishes and making sure they come back again.

3- I took over “Die Burgermacher” 6 months ago, before that I was in charge of the banqueting at Café Central. That was the biggest change. From the consumers view, well I cannot tell yet. People came to Café
Central because it is known to be best coffee house place in the city. I basically worked in an environment that never changed, could not change because that was exactly why people came. To be thrown back in time. You cannot compare Centrals customers to todays customers at “Die Burgermacher”.

4- It s not a question of adaption in my case. I am very young, I wanted to fulfill my dream of independence and even though I now that I will not do this all my life, because I don’t want to server burgers everyday, this chance crossed my way and I felt it was an obligation to take it.

6-Burgers: simple product – great impact Pop Up: As we do not have a garden seating during summer times, we plan on “popping up” this summer, I think it is a great opportunity to create awareness – and its fun! Street Food: Do you mean like at the Rathaus during summer? Well yes, great idea, but street food markets can only be present during summer days, I don’t know how they survive their winter seasons. It’s a lot of work and I don’t know if its profitable.

8- Starting from the peak and not giving up on your dream. You have to know exactly how a restaurant is working. From cleaning the toilets to preparing the dishes.