

# GASTROTOURISM AGAINST THE OBESITY IN THE MODERN LIFE

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Today more and more people are becoming concerned about their diet, appearance and lifestyle. Especially these are people faced with overweight who have to tackle obesity, because it is causing obvious physical changes and can lead to a number of potentially life-threatening conditions, such as type 2 diabetes, coronary heart disease, some types of cancer (breast cancer and bowel cancer), stroke etc. Obesity can also affect your quality of life and life expectancy, and lead to psychological problems, such as low self-esteem or depression. Main causes of obesity are consuming a large amount of calories, having poor diet, lack of physical activity, special genetic and psychological conditions etc.

The average physically active man needs about 2,500 calories a day to maintain a healthy weight, and the average physically active woman needs about 2,000 a day. This may sound high, but it can be easy to reach this limit if you eat certain types of food. For example, eating a large takeaway hamburger, fries and a milkshake can provide in total 1,500 calories – and that's just one meal. Another problem is that many people are not physically active, so lots of the calories they consume end up being stored in the body as fat. Next, obesity does not happen overnight, it develops gradually over time, as a result of poor diet and lifestyle choices, such as eating large amounts of processed or fast food that is high in fat and sugar, drinking too much alcohol, eating larger portions than you need, drinking too many sugary drinks, eating much if you feel depressed or have low self-esteem.

Unhealthy eating habits tend to run in families, as you learn bad eating habits from your parents when you are young and continue them in the adulthood. Another cause of obesity is lack of physical activity. Many people have jobs that involve sitting at the table for most of the day. What about genetics, some people claim there is no point in trying to lose weight because "it's in my genes". While there are some rare genetic conditions that can cause obesity, such as Prader-Willi syndrome, there is no reason why most people cannot lose weight.

The important factor is also the culture of consumption not only at the country level, but in the community, work and family environment, at the individual level. And the best way to overcome bulimic desires is to shift oneself to the more interesting things, like travelling in your country and abroad.

Choose activities that you enjoy, as you are more likely to continue doing them. You can also combine travelling with gourmet tasting of local food (by little portions) and meeting with the new culture of food consumption, that is called gastrotourism and is very popular nowadays.

There are millions of such gastrotourism destination all over the world. Gastro tours are programs elaborated thematically by the professional tour agents. The most popular gastro tours are organized to the European (France, Italy, Hungary, UK, Spain, Germany etc.) and eastern countries (Arab countries, Japan, China, Thailand, India etc.) Such tours are very attractive for the amateurs of national culinary traditions. Now restaurants worldwide can propose exquisite national vegetarian food, special gluten-free diet or Atkins diet. There is also a possibility to take up a n eastern detox diet to cleanse the body.

Gastro tours can be part of some usual excursion tours or of the culinary master classes. For professional gourmets it is possible to compose the individual route. It is also exiting to take part in the food conferences, exhibitions, festivals etc. For example Toronto's Caribana festival is now expected to draw over one million of international and local tourists for the 47th year of its establishment. Gastro tourists want often to taste firsthand the flavours they have read, seen and heard so much about on TV, in press and Internet. But the first thing an obese person should do is to have a talk with one's doctor and to join local active health team for a number of sessions under the supervision of a qualified trainer. Most obese people are advised to reduce the energy intake from their diet by 600 calories a day.

**Conclusions.** To conclude, there were discussed causes, effects of the obesity and there was proposed an unusual solution in the form of gastrotourism.

Choose activities and places for travel that you enjoy as you are more likely to continue doing them and shift from the bulimic intentions. We do rule our own lives and we do our decisions by our own, but as far as we are concerned about a problem.

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