

## STUDY OF EATING HABITS HOME AND LEISURE TOURISM ENVIRONMENT

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**Abstract:** *In project titled Culture and Health Knowledge Integration into the Vocational Education of Food and Beverage (EN-2012-Leo-PA-6127) Leonardo da Vinci Program Partnership Project surveys were made in 6 countries. The subject of the study was the extent to which young people favoring the fast food over conventional food. How much more can the restaurant service only culinary experience? Is attractive to young people – in the tourism industry – the local specialties? The global food, which – typically – means fast food, is sympathetic to young people, especially if you are in a foreign environment. Taking this into account was established popularity of fast food. The objective is to bring them into the table, as well as healthier forms of raw materials themselves are of sufficient quality, to promote a healthy lifestyle.*

**Key words:** *fast food, traditional food, eating habits, globalisation, Leonardo da Vinci*

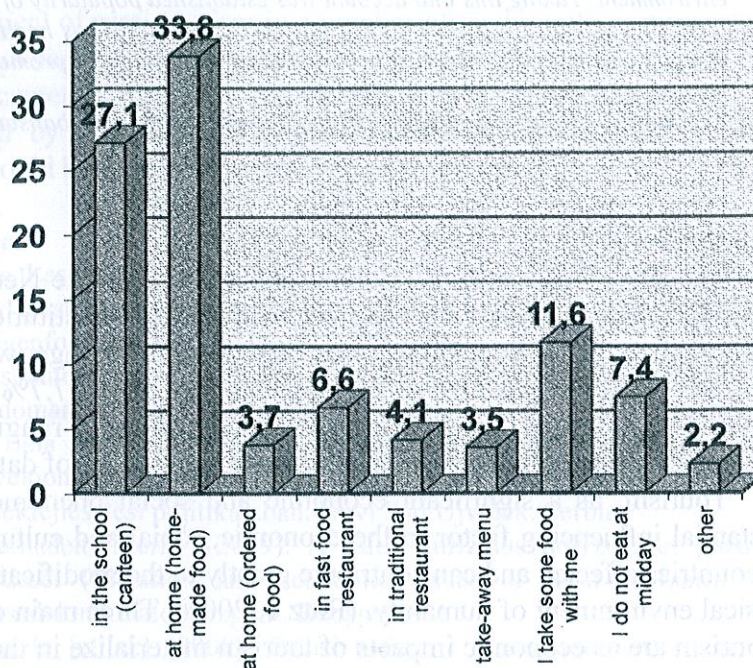
### Introduction

The survey was made in 6 countries (Hungary, The Netherlands, Poland, Romania, Turkey, Wales) in 7 educational institutions (2 in Turkey) occurred 448 evaluable response. Students' age was 19.63 years, the gender breakdown of the proportion of boys 57.7% and girls 42.3%. The number of respondents varies by country, ranging to 30 people and up to 150 people, but considering the number of data.

Tourism, as a significant economic and social phenomenon is a substantial influencing factor in the economic, social and cultural life of the countries affected and can contribute greatly to the modification of the physical environment of humanity. (Ratz T. 2004). Three main categories of tourism are as economic impacts of tourism materialize in the changes in the major characteristics of the economies of sending and receiving areas and I their economic structure resulting from tourism development. Second is the physical impacts of tourism are changes in the natural and built environment of the receiving destinations brought about by tourism development. Last but not least social impacts of tourism are the changes in the quality of the life of receiving community as a consequence of tourism and its development. (Ratz T. 2004; Michalko G. 2004)

It is an interesting question, going to abroad and meet different eating habits, forms of foods what tourists choose? Globalization is more magnificent, which means international dishes – often in fast-food restaurants – or challenging of local values. (Burkane Sz. A. 2003) according to our hypothesis students prefer global dishes in foreign environment and often at home as well. Anyway fast-food restaurants try to follow demands of nowadays and offer more healthy food (like fruits and salads, less or no ingredients, etc.) and the trend is the same – more and less – in traditional restaurants as well. (Gelman, L. 2012)

When examining the eating habits need to choose the weekdays and weekends separately. The everyday eating habits definitely affect our jobs or our work. The study, students attending schools attended, so the answers homogeneous expected. In each country, more or less support for school meals can be found. Where do you have lunch on workdays? (Figure 1)



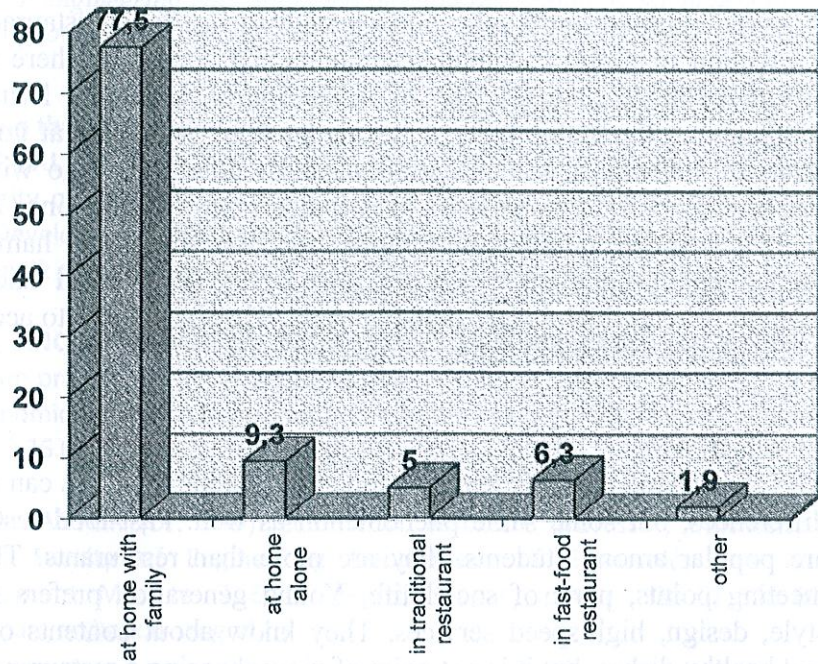
Source: surveyed by authors

Figure 1. Lunch on workdays (%)

School canteen is popular for 27,1% and eat home 33,8%. At home ordered meal is just 3,7%, so home-made dishes are typical. We focus to fast foods restaurants, which is 6,6%. It is interesting to see the

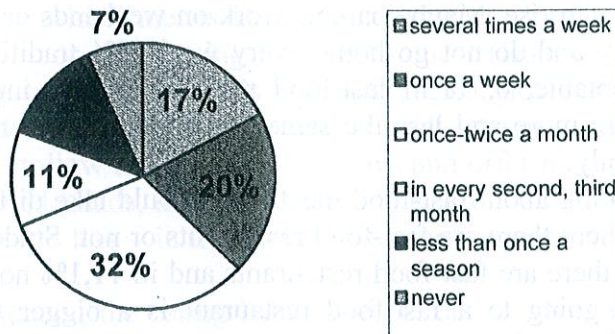
difference (Figure 2) the distribution of different categories. Eating at home is very traditional everywhere (77,5%), 9,3% at home alone is a negative surprise. Maybe parents work on weekends or students live in dormitory and do not go home every week. 5% traditional restaurants are acceptable, 6,3% in fast-food restaurants look interesting. These values are more and less the same when students go for holiday with their family.

Thinking about fast-food meat, you should take difference between towns where there are fast-food restaurants or not. Students' hometown (88,9%) there are fast-food restaurants and in 11,1% not. In the second situation going to a fast-food restaurant is a bigger value free time program. In other category going to fast-food restaurant looks a regular program. 17,3% answered several times a week, 19,9% once a week, 31,7% once-twice a month, 11,6% in every second, third month, 12,7% less than once a season and 6,8% never visited fast-food restaurant.



Source: surveyed by authors

Figure 2. Lunch in free time, like weekends (%)



Source: surveyed by authors

Figure 2. Eating in fast-food restaurant

You should know who you go with to fast-food restaurant. The motivation of going fast-food restaurants and spent time there is very different, but it seems a part of modern life. A student living in a settlement without this type of restaurant think it is a great goal, and program, anyway it is most common and regular. They go with their sweetheart (18,7%), friends (59,7%), family (13,8%) and alone (7,7%).

It is not wondering the biggest ratio, like 78,5% eat hamburger, French fries and drink beverage. Just 4,9% drink salad and drink mineral water, which is less than expected. That is the goal to accelerate motivation to eat more healthy food and drinks.

### Conclusions

Surveying students' eating habits in different countries can be seen differences, but some same phenomenon as well. Fast-food restaurants are popular among students, they are more than restaurants. They are meeting points, parts of social life. Young generation prefers modern style, design, high-speed services. They know about contents of foods and healthy dishes, but it is not point of view choosing a restaurant, so the age is very important factor. You can find salads, mineral water, light version of dishes in fast-food restaurants as well, so the situation is not black or white. In conventional restaurants can be seen healthy and less-healthy dishes too, so the quality is very important with eaten quantity. Globalization is very strong, young generation in surveyed countries, but looks generally, prefers products of modern life and style, so agriculture, food industry, restaurants must keep attention of ingredients and size of

portions. Customers have responsibility as well, but production and service sector has a lot to do for more healthy life by foods.

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