# Tourism, gastronomy and wine: Learning to build innovative local product

Yerevan, June 3rd, 2022











#### Presentation of the lecturer

#### Over 25 years working in tourism:

- Front desk agent
- Tourspain's representative in Poland
- Tourist consultant since 1999
- Tourism lecturer since 2013
- Coordinator of Masters degree on Food Tourism at Basque **Culinary Center**

#### Education

- Master in European Tourism Management (University of Bournemouth)
- B.A. in Tourism (Universidad de Nebrija)
- Diploma in Tourism (Universidad de Deusto)

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67TH MEETING OF THE UNWTO COMMISSION FOR EUROPE

1-3 JUNE 2022, YEREVAN, ARMENIA









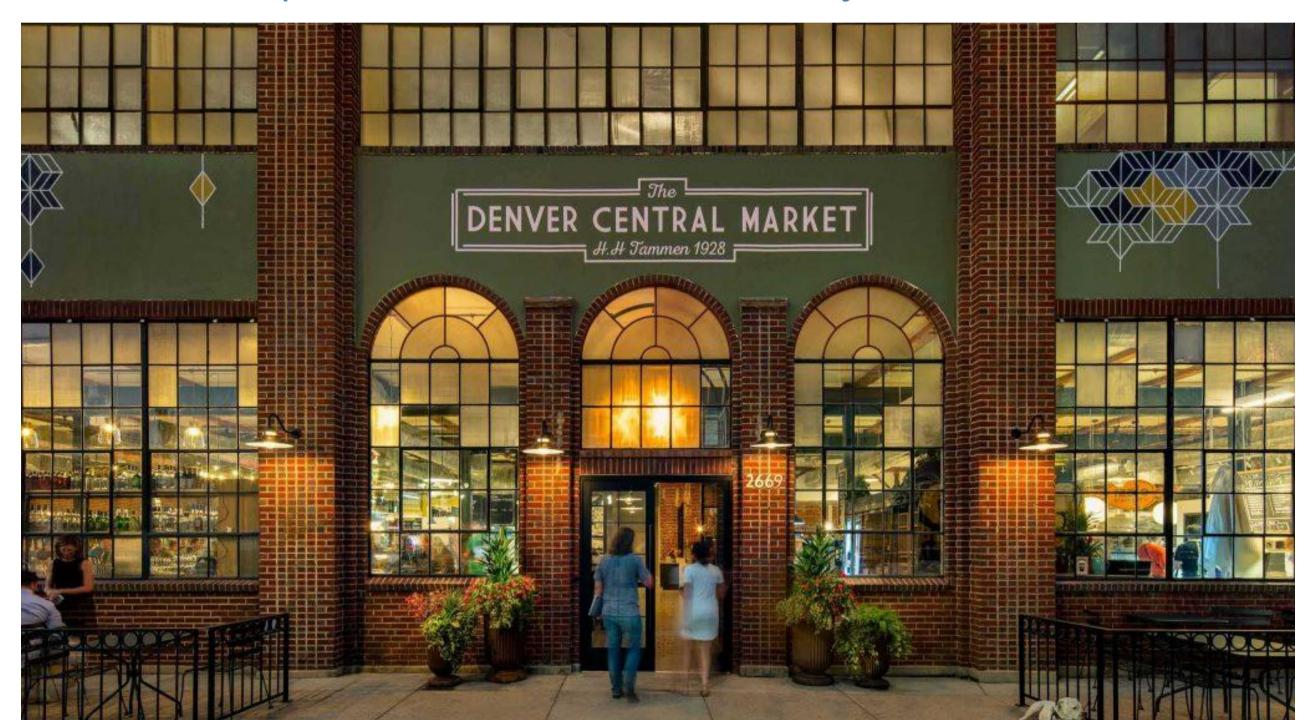








#### The relationship between Tourism and Gastronomy



#### A parallel story: tourism/gastronomy

The Word "Tourism" derives of the French term "tourist", and it starts being used in the UK in the 19th Century.



Trip to Italy by Richard Lassels (1670)

The Word **gastronomy** also appears in France in the 19th century (Grimod de la Reynière).



Grimod de La Reynière











#### The most famous cuisine in the world?



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Source: https://yougov.co.uk/topics/food/articles-1-3 JUNE 2022, YEREVAN, ARMENIA Italian, Chinese and Japanese cuisines are the world's most popular

% of people who have tried that cuisine in each country that say they like it

Italian cuisine  90  89  80  81  87  81  91  80  91  80  91  80  81  91  80  81  91  80  81  91  80  81  91  80  80  91  80  81  81  91  80  80  91  80  80  80  80  80  80  80  80  80  8	
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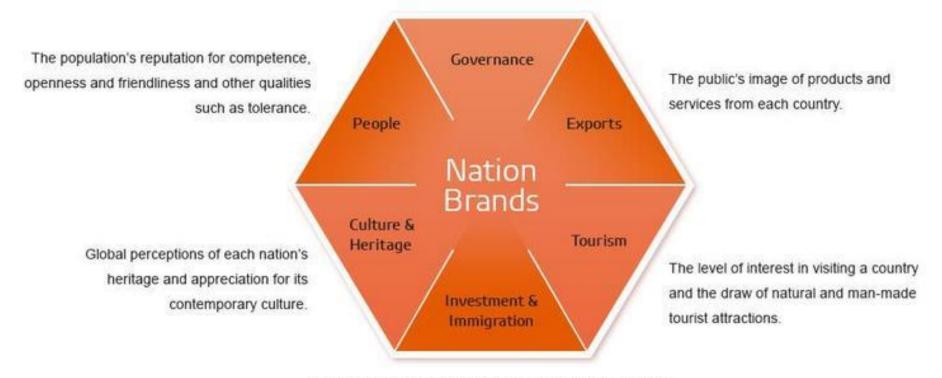
AVERAGE ATTITUDE TOWARDS CUISINES BY NATION

Nations most likely to enjoy foreign cuisine

Nations least likely to enjoy foreign cuisine

# Nations' brand equity

Public opinion about national government competency and fairness, as well as its perceived commitment to global issues.



The power to attract people to live, work or study in each country and how people perceive a country's quality of life and business environment.

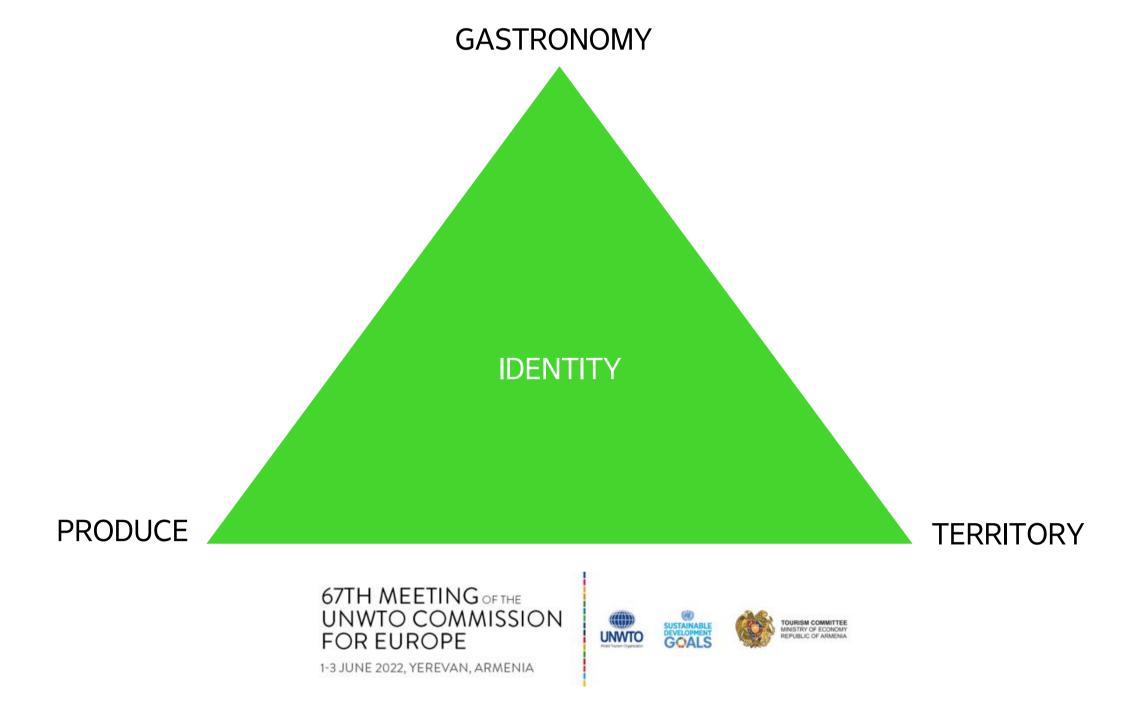
The Nation Brand Hexagon © 2000 Simon Anholf







#### Key concepts



# What is Food tourism?

"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."

Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (Eds.). (2004). Food tourism around the world. Routledge.









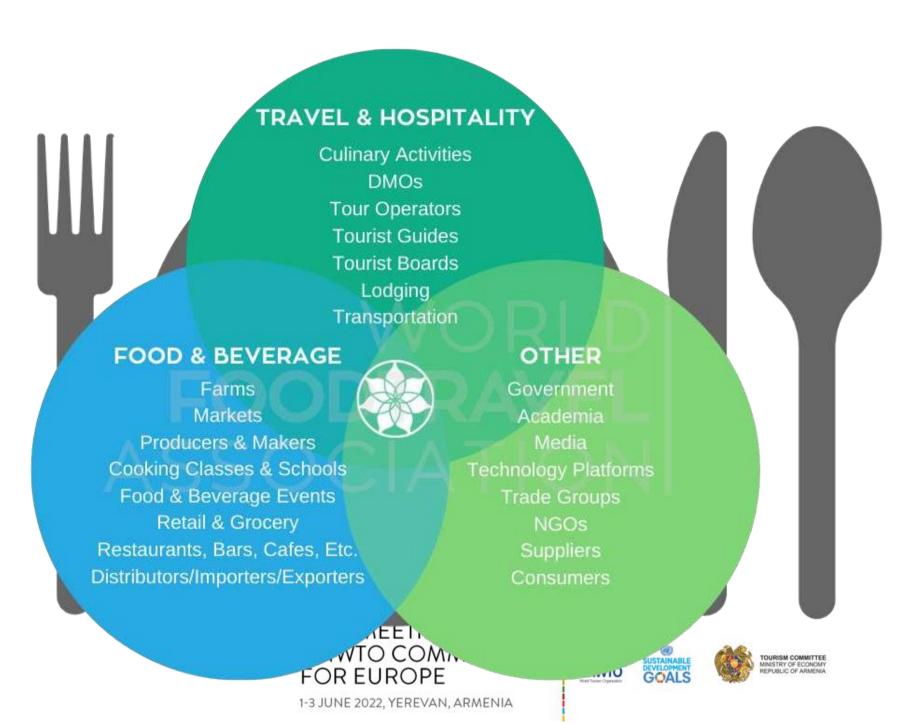








#### THE FOOD TOURISM INDUSTRY CLUSTER





# The world is a flavor map







# Top cities for food tourism?









15. Bologna



14. Lyon



13. NY



12. Paris



11. Singapore



10. San Miguel de Allende



9. Tokyo



8. Charleston



https://www.travelandleisure.com/food-drink/worlds-best-cities-for-food

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7. Kyoto



6. Rome



5. Florence



4. San Sebastián



3. New Orleans



2. Beirut









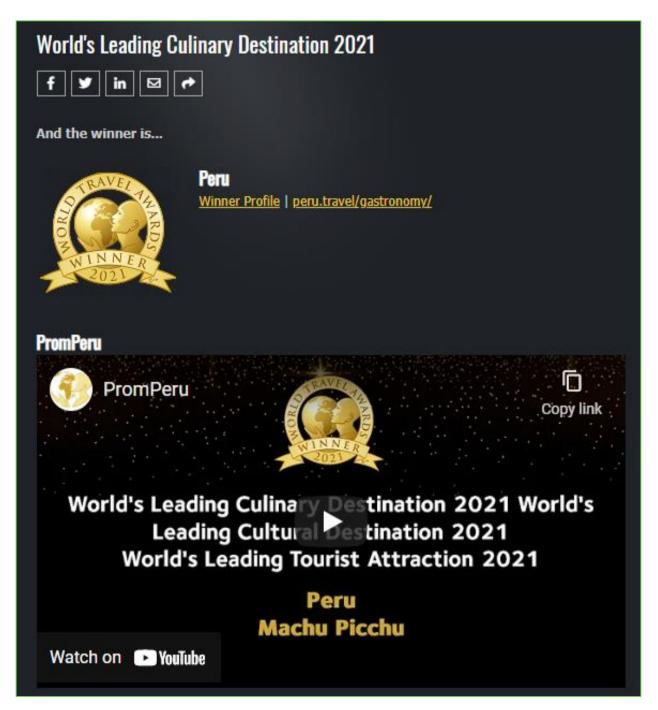
1. Oaxaca (MX)







#### Top country for food tourism?



#### Life-cycle of gastronomy tourism destinations

Step 1
Exploration

- Food appears in brochures
- · Mainly restaurants are involved

Step 2
Development

- Destinations try to enhance quality
- Companies and gastronomic traditions are seen as a tourist resource

Step 3

Gastronomy as a tourist experience

- "Non-touristic" companies and institutions take part of the strategy (markets, museums, shops, food industries...)
- New tourist products start to be built around gastronomy and its resources

Step 4

Food Tourism and a valued knowledge

- Knowledge generation
- Recovery of food-related traditions
- Training and education around gastronomy and food tourism

















#### Why some destinations lead in this field?

- 1. There is a **genuine gastronomic culture**, local population enjoys gastronomy as an important part of their lives
- 2. Close cooperation among different stakeholders
- 3. Local produce is a key element
- 4. Combination of tradition, avant-garde and innovation
- 5. Beautiful, attractive and well-preserved destinations
- **6. Events and activities** along the year, to attract demand beyond high season
- The territory as the perfect wallpaper for structuring the destination offer
- 8. Ongoing research and development of food Tourism experiences
- 9. Well-known Chefs endorse them
- 10. Also, the **global culinary guides** reflect their attractiveness









#### **Guidelines by UNWTO & BCC**



Source: UNWTO and BASQUE CULINARY CENTER (2019), Guía para el 67TH MEETING OF THE desarrollo del turismo gastronómico, OMT, Madrid, DOI: UNWTO COMMISSION https://doi.org/10.18111/9789284420995
WORLD TOURISM ORGANIZATION (2012), Affiliate Members Global FOR EUROPE

Report, Volume 4 - Global Report on Food Tourism, UNWTo, Madrid, 1-3 JUNE 2022, YEREVAN, ARMENIA DOI: https://doi.org/10.18111/9789284414819















What is a resource?

What is a tourist product?

What's the difference between a product and an experience?









As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources. attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels, and it has a life-cycle".



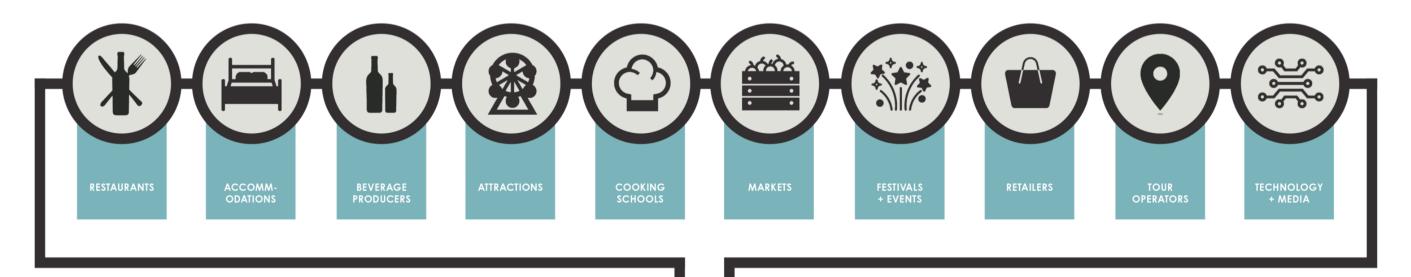
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THE FOOD TOURISM VALUE CHAIN











- Neo-taverns
- Open kitchen
- Food to share
- New structures of menus
- Non-stop opening hours
- Do it yourself
- Healthy, sustainable, biodynamic food

New business models



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Street food/Food trucks













Theme Hotels
Casa Cacao (Girona)



HOME ABOUTUS V WINES V VINEYARD SPA V HOTEL ATELIER D'OR V EXPERIENCES V









Industrial/food tourism



#### **Culinary hands-on activities**



Masterchef Kids Summercamps

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Mercado Tsukiji. Tokyo



#### **Markets**











La Boquería, Barcelona



#### **Markets**















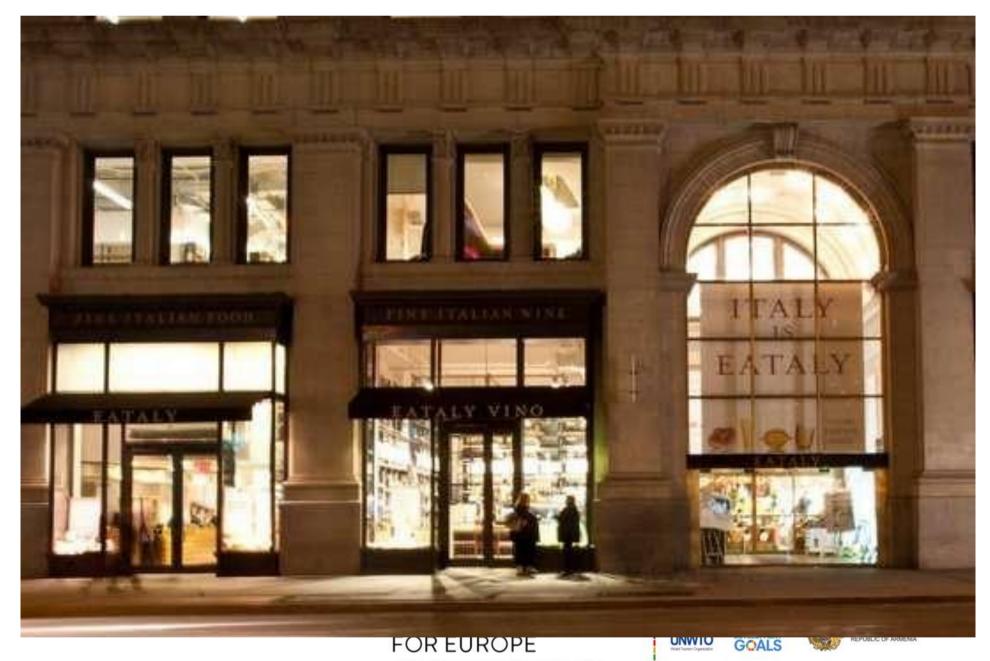
Ordizia Market (Basque Country)

**Producers' Markets** 









Food halls

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**Food tours** 







Museums / Knowledge / research centers



Cite du Vin (Bordeaux)











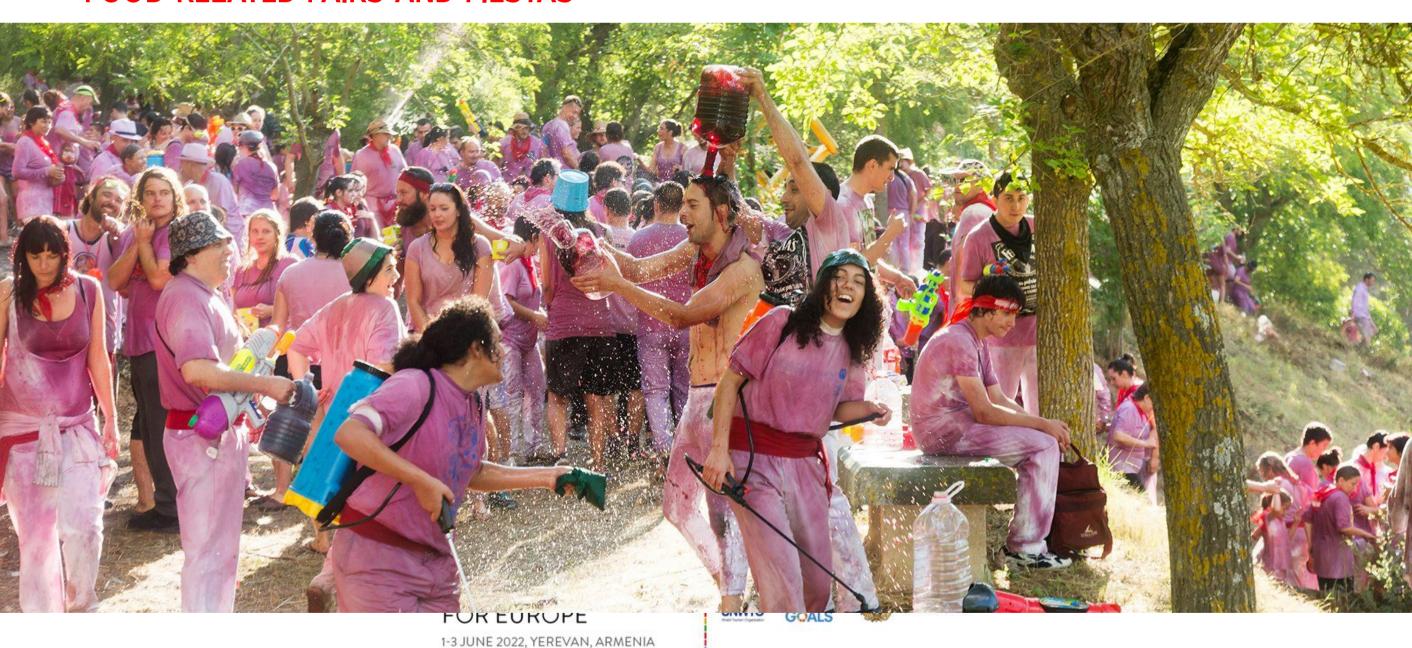


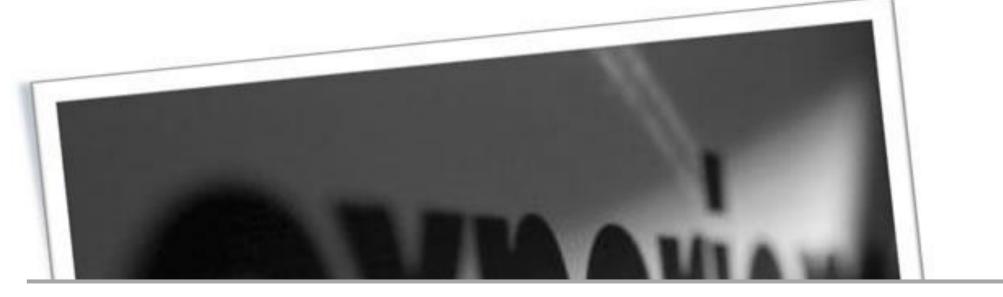
Foodrelated Events



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# Components of food tourism offer FOOD RELATED FAIRS AND FIESTAS





## What's an experience?







"Memorable experiences can be designed by stimulating all the human senses, leading to personal engagement (Pine & Gilmore, 1998; Schmitt, 1999). "

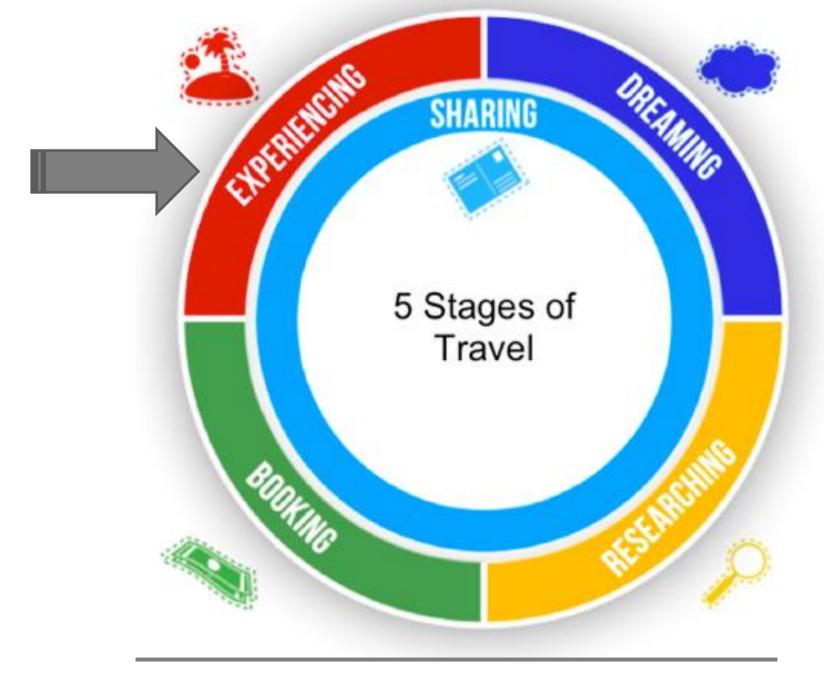
"A tourist experience is a past personal travel-related event strong enough to have entered long-term memory."











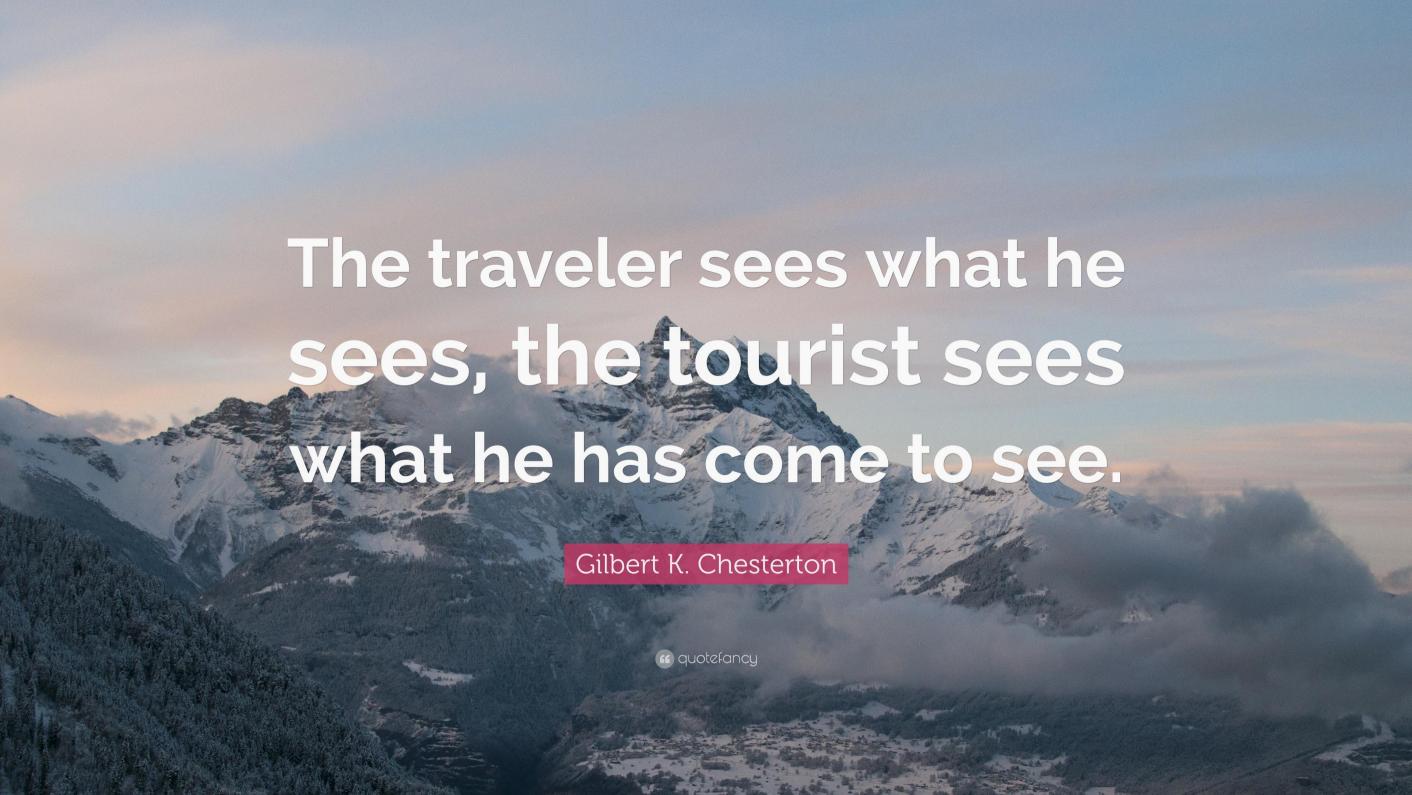
Travel journey according to Google



# TOURIST

## TRAVELLER





# What should and experience generate in ourselves?



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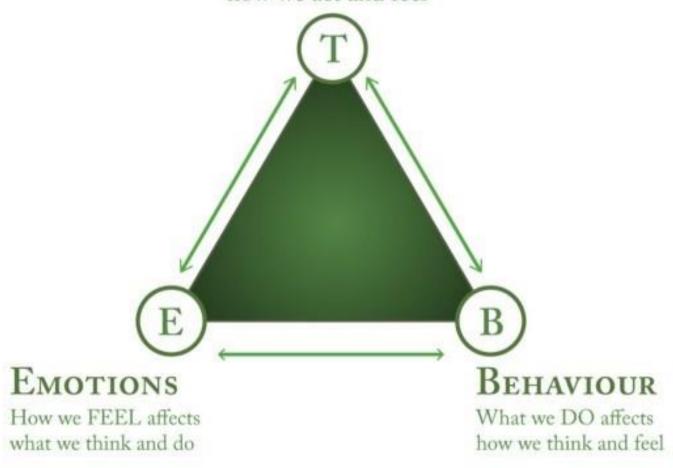




# ENIOTIONS

### THOUGHTS

What we THINK affects how we act and feel

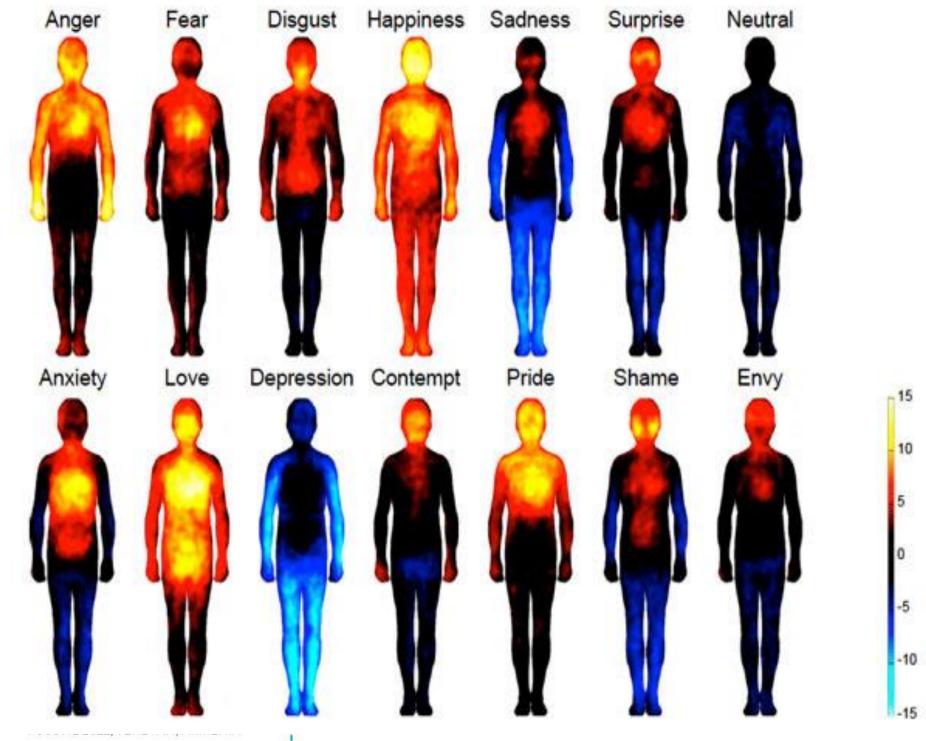








# Impact of emotions in our body



# "We are not rational beings, but emotional beings who reason."

Dr. Daniel López Rosetti









# Experience > Emotion = Memorability > Loyalty







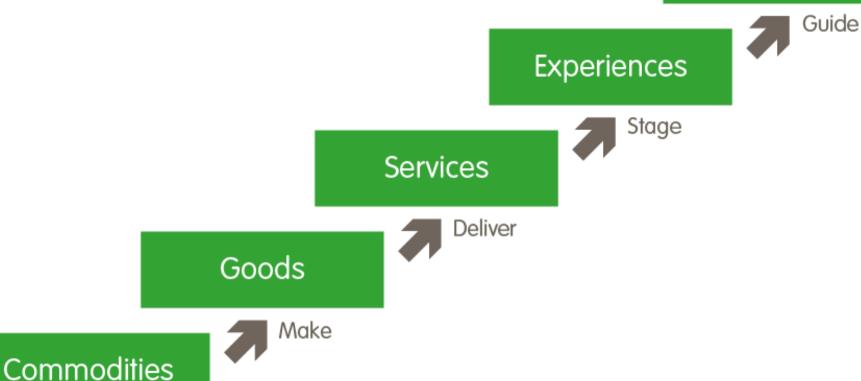


### Savvy travellers are looking even beyond that



### The experience economy

Transformations



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The on journey is the one within. Rainer Maria Rilke

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source: <a href="https://strategichorizons.com/wp-content/uploads/Personal-Transformation-in-the-Experience-Economy-MWorld-Fall-2012-1.pdf">https://strategichorizons.com/wp-content/uploads/Personal-Transformation-in-the-Experience-Economy-MWorld-Fall-2012-1.pdf</a>

Extract

# At the Transformational Travel Council, we define transformational travel as:

"Intentionally traveling to stretch, learn, and grow into new ways of being and engaging with the world."

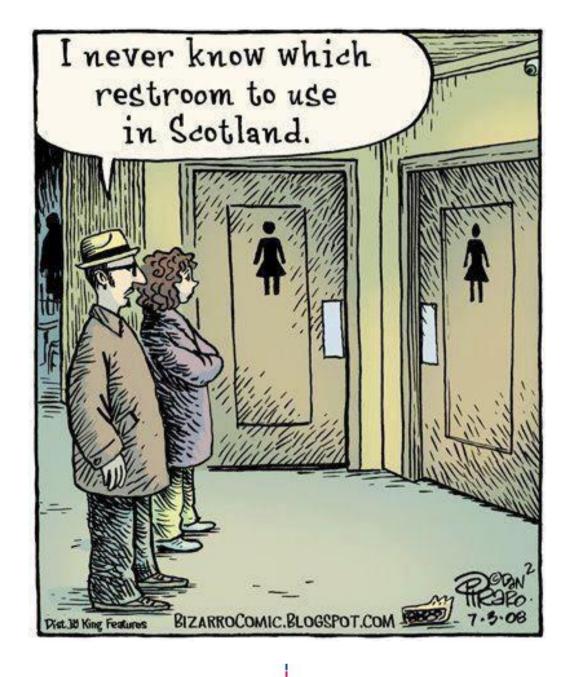


















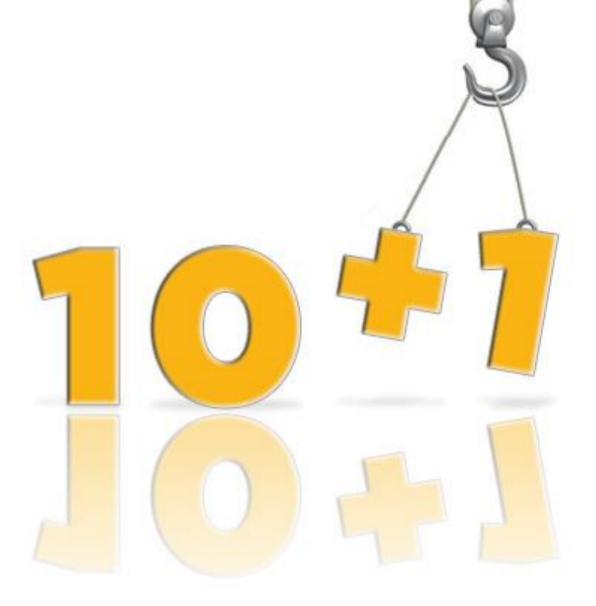
### Characteristics of experiential services and products











### Ideas for creating a memorable tourist experience

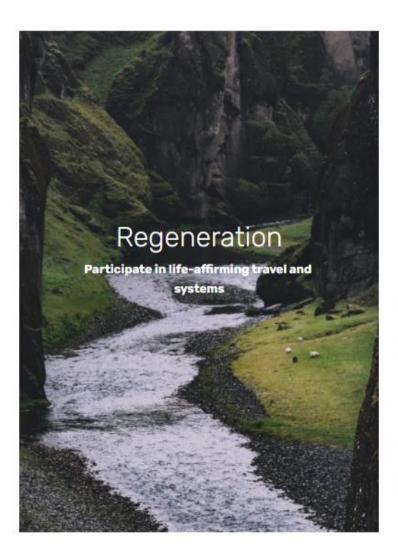


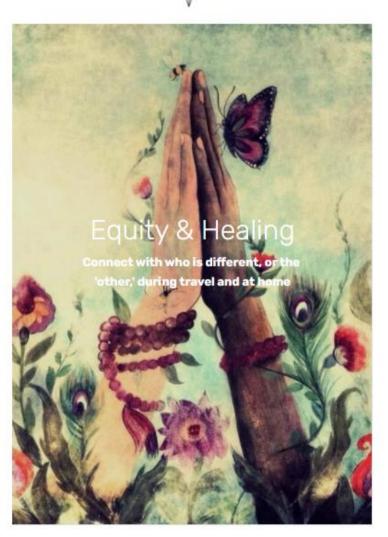




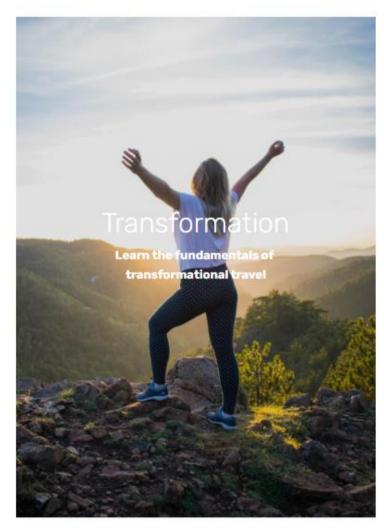
### 1. Personal growth and development







TRANSFORMATIONAL TRAVELACOUNCIL











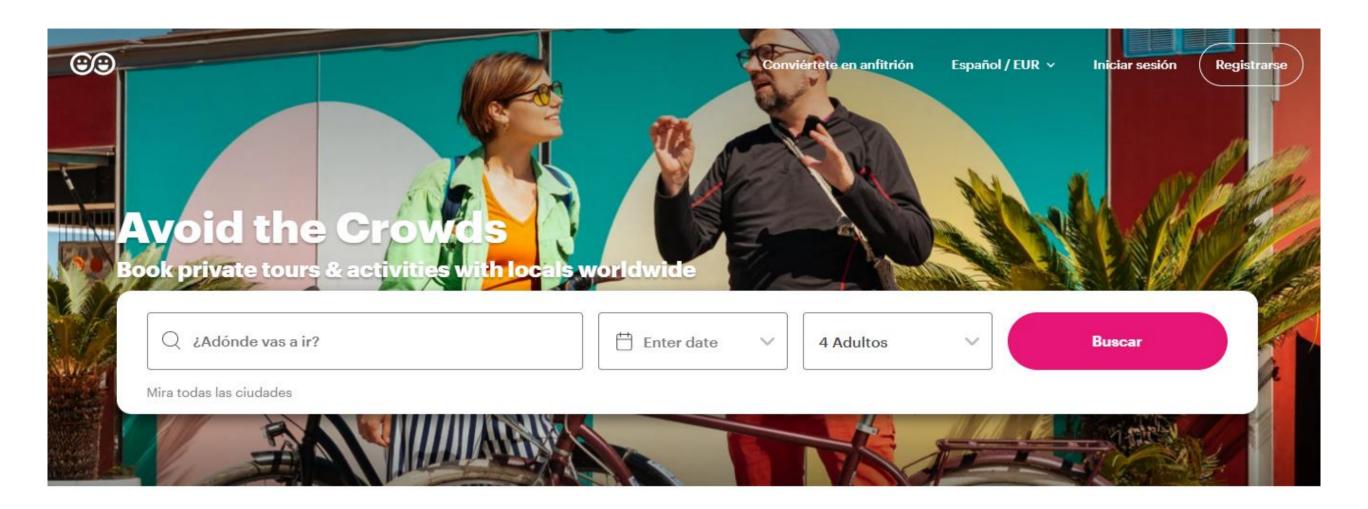






### 2. Contact with locals





### Withlocals experiences are always



#### 1 | Always private & personal

No strangers, just you. Fully customize your



### 2 | Guided by local experts

From historical facts to the most up-to-date UNWTO GOALS



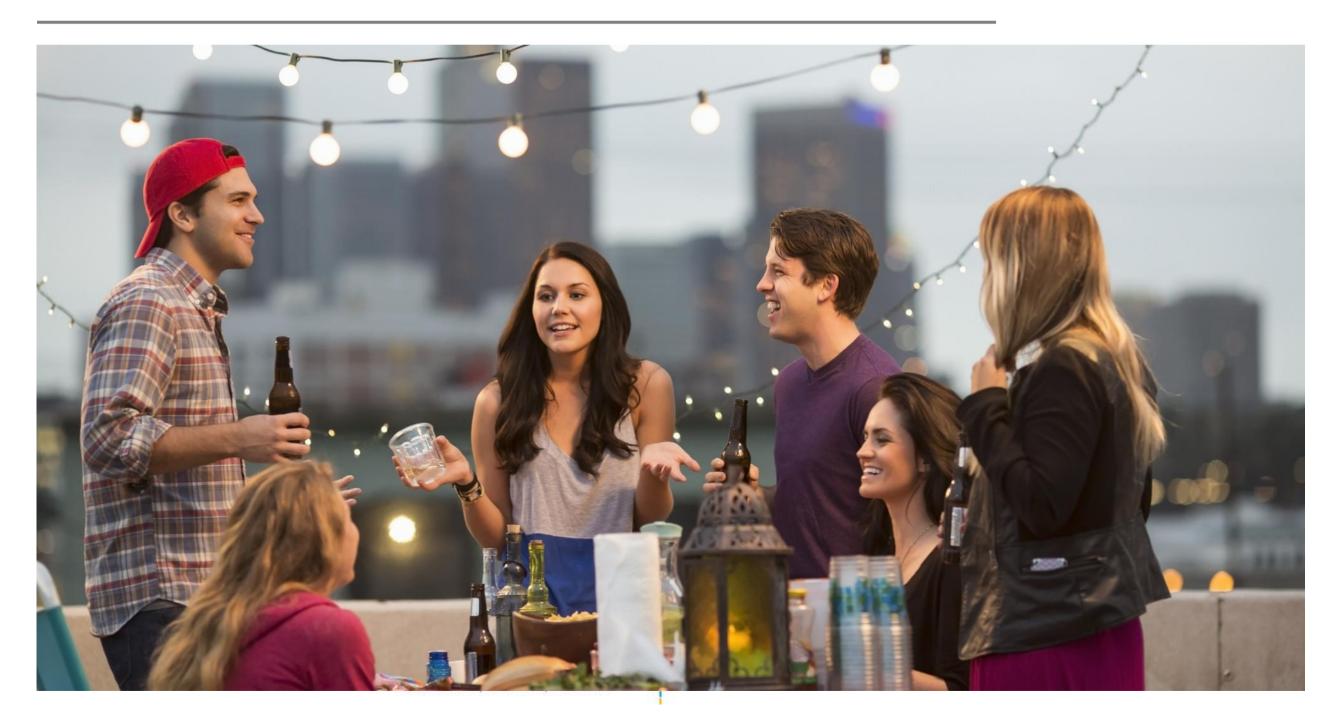
#### 3 | Without crowds

Experiences designed to take you away from the crowds towards

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### 3. Social interactions with other customers



## 4. Be nice, helpful, generous



## 5. Professionality and integrity



I'm Professional!

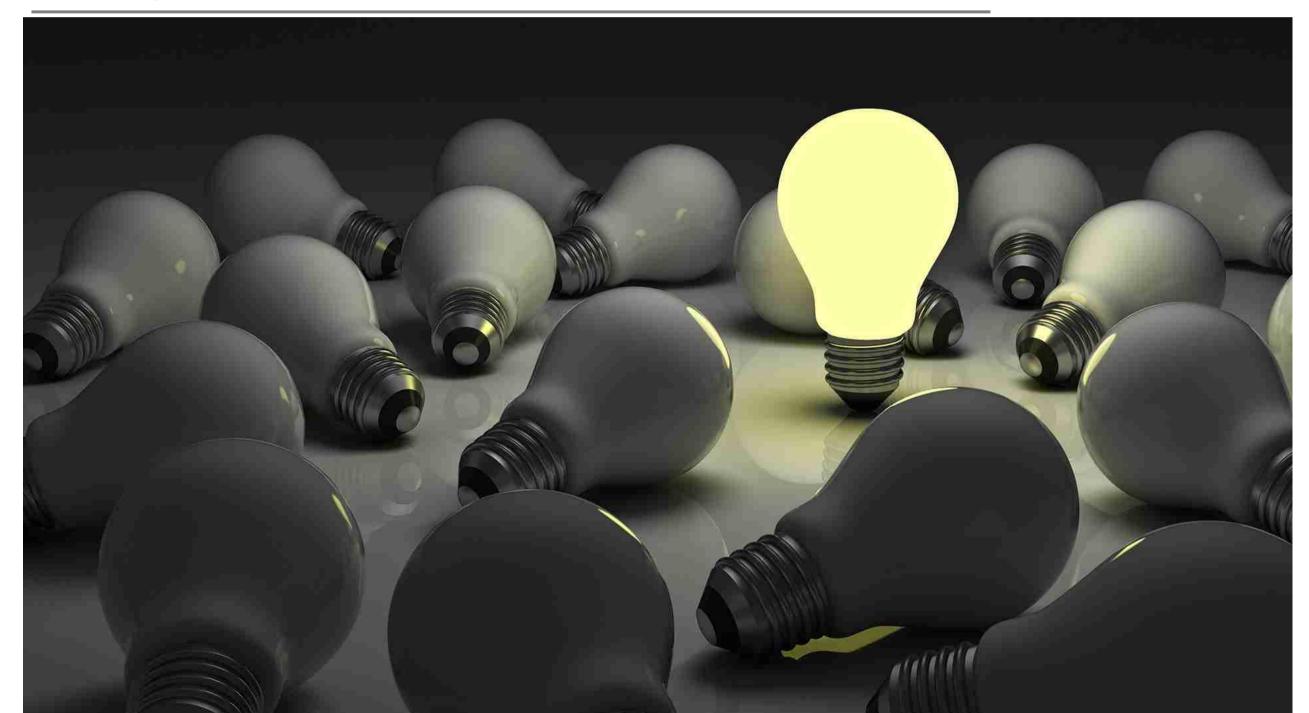
## 6. Positive surprises



#### 7. Positive emotions



## 8. Uniqueness



## 9. Engage the senses



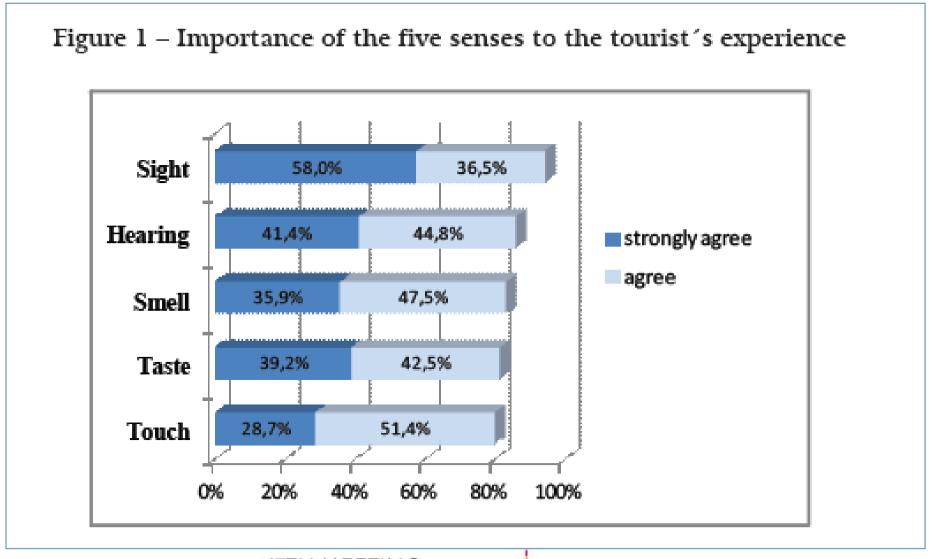
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### Which one prevails?



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## 10. The story, narrative



### 11. Personalization



## 12. Memorabilia





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# MY TRAVEL PLANS 2021 Expectations Reality



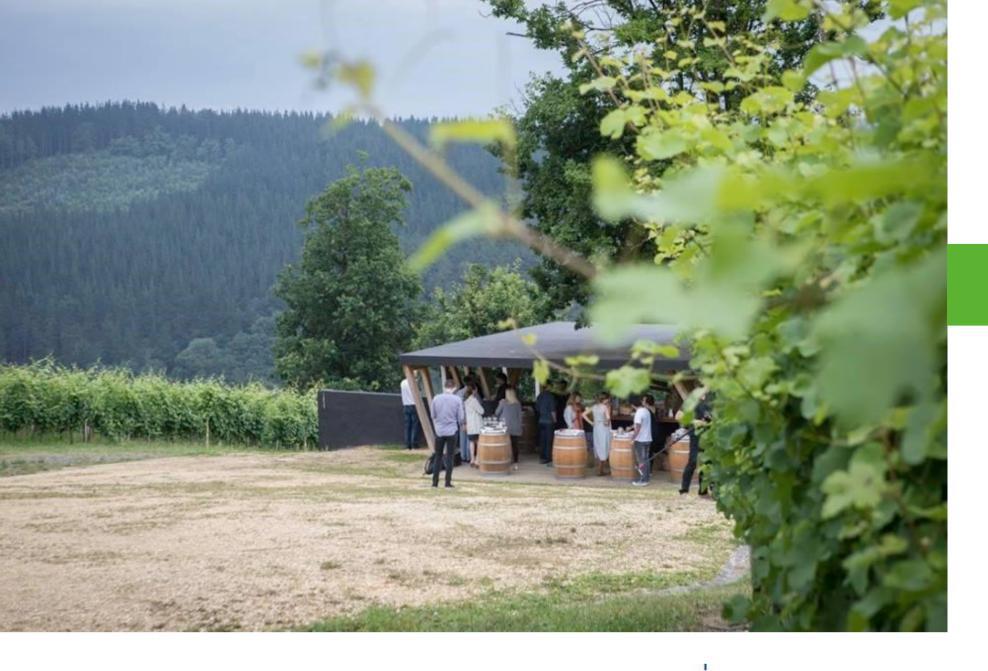


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## Wine tourism

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#### Main destinations for wine tourism

Average production per 100,000 people (millions of hectolitres)

La Vineyards as surface area of country (thousands of hectares) Vineyards as surface area of country (thousands of hectares)

Cost of Bottle of Wine \$ \* Weighted Ranking Score

	Country	1	<b>4</b>		<b>Ø</b>		0
1	Italy	38.5	82	705	3,978	\$5.64	8.28
2	Portugal	47.0	62	194	5,531	\$4.51	7.88
3	Spain	21.6	81	968	1,157	\$5.64	7.16
4	France	39.3	65	791	1,199	\$7.90	6.86
5	New Zealand	-	60	40	4,602	\$10.15	5.53
6	Greece	21.5	22	107	4,685	\$6.77	5.24
7	Chile	12.6	57	208	1,193	\$4.73	5.01
8	Argentina	19.8	26	219	436	\$3.00	4.65
9	Australia	22.5	48	146	2,176	\$10.62	4.54
10	Hungary	18.5	28	67	667	\$4.32	4.23
11	Romania	20.2	21	191	296	\$4.56	4.21
12	Netherlands	20.5	46	0.2	86	\$6.76	4.03
13	Czech Republic	19.8	•	17	290	\$5.33	3.89
14	Austria	26.5	27	48	348	\$7.90	3.86
15	Germany	23.9	10	103	43	\$5.64	3.72
16	South Africa	6.8	17	125	733	\$4.73	3.60
17	Belgium	23.5	-	0.2	17	\$7.90	3.45
18	Sweden	22.2	=	0.1	29	\$9.91	3.01
18	United Kingdom	19.4	-	3	54	\$9.30	3.01
20	China	1.2	1	775	1	\$11.93	2.92
21	United States	9.8	8	419	162	\$12.00	2.78
22	Switzerland	30.8	-	15	509	\$15.14	2.70
22	Russia	7.0	3	93	9	\$6.75	2.70
24	Brazil	1.7	1	83	9	\$6.15	2.52
25	Canada	12.6	-	12	547	\$11.78	2.44



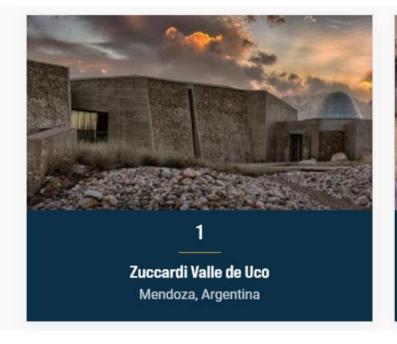
#### The best countries for wine lovers





/10 score

### **Best wineries worldwide**





Bodegas de los Herederos del Marqués de Riscal

Rioja, Spain



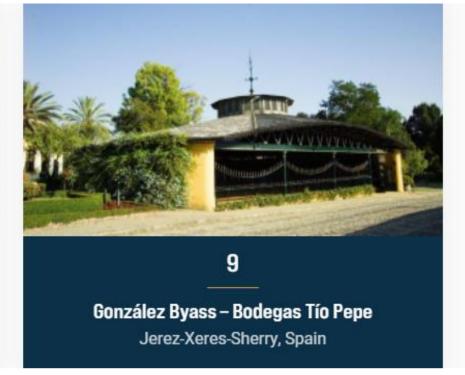












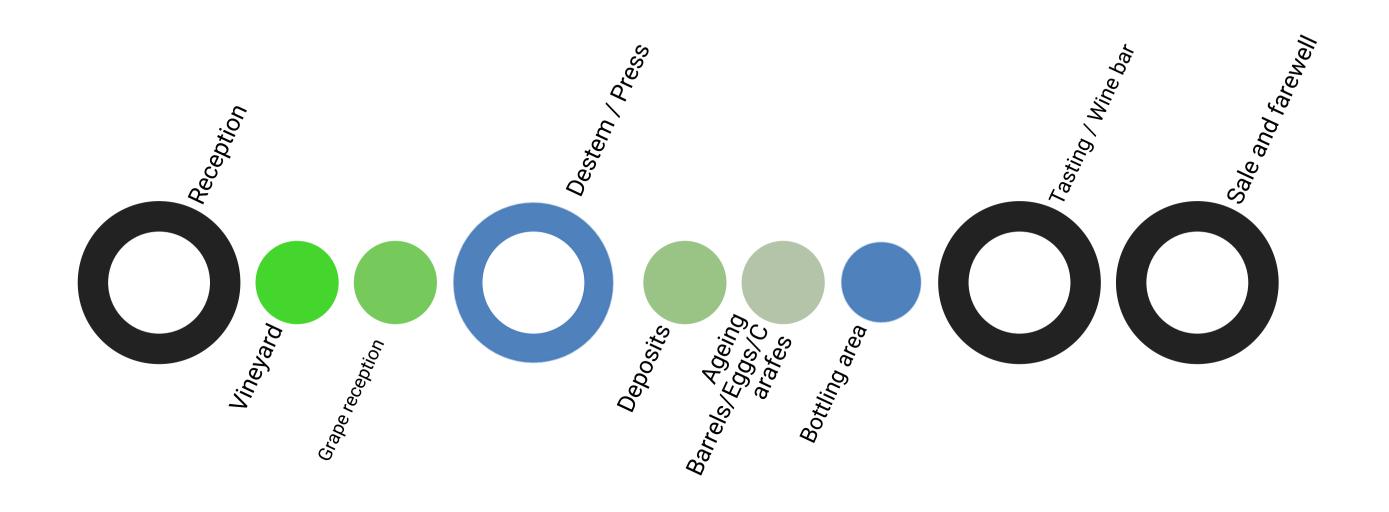






https://www.worldsbestvineyards.com/list/1-50





67TH MEETING OF THE UNWTO COMMISSION FOR EUROPE

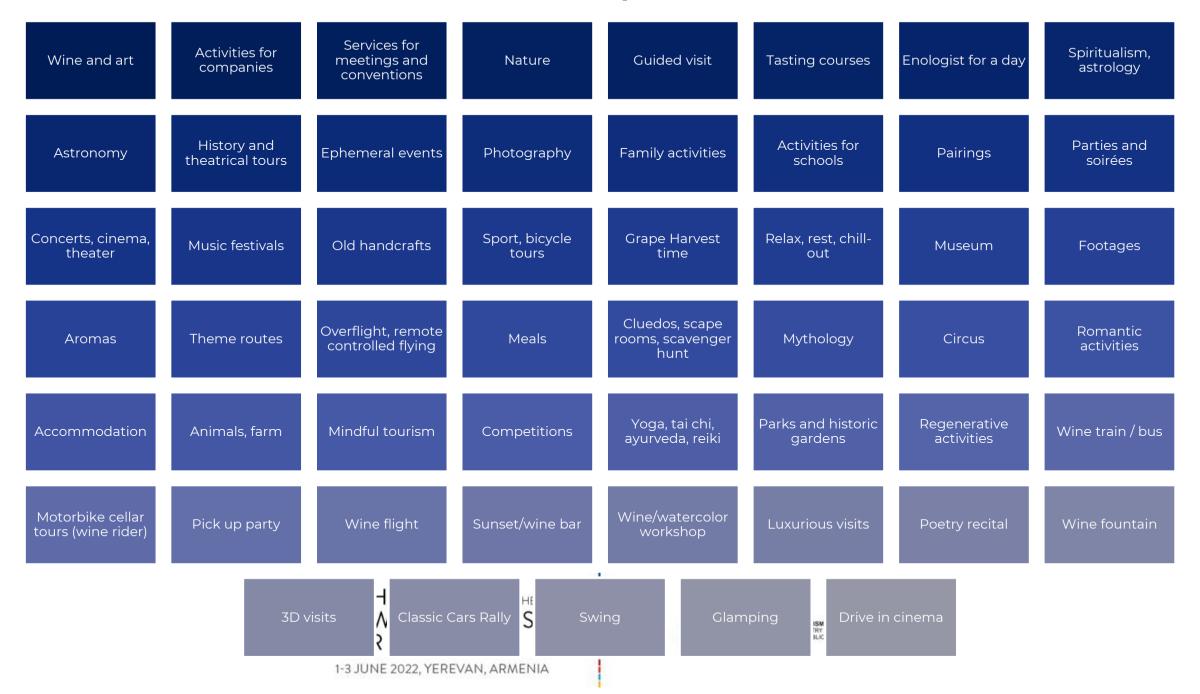








## A collection of wine tourism products and attractions



## For families Valdemar





#### The Wine Train



## Classic cars' rally at Bodegas Bressia (Mendoza)



The Wine swing



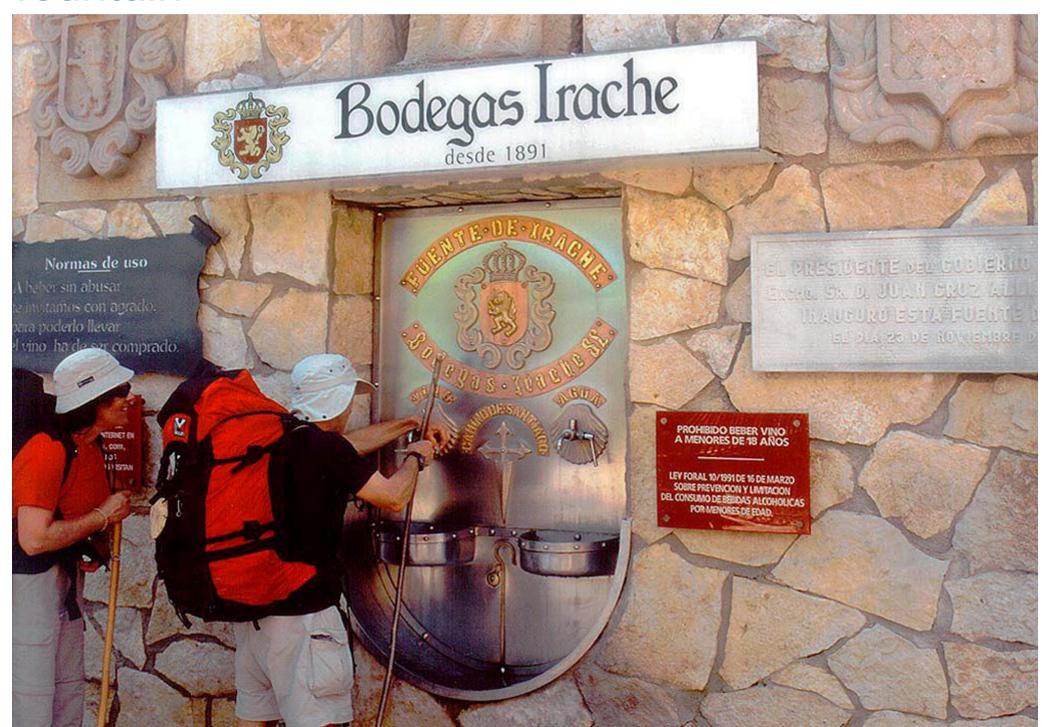
## Drive in cinema (Mendoza)



## Wine and Circus in Valle de Uco (Argentina)



#### Wine fountain



## Wine and poetry





5 i 12 de juny 11:00h

Obaga de Tomaset

Gandesa - Terra Alta



PER A MÉS INFORMACIÓ

669 67 50 38 - 620 13 08 14 nili sanmartinferrer@amail.com

passeig guiat per la finca recital poètic tast dels 4 vins

Bàrbara

Forés en moviment



67TH MEETING OF THE **UNWTO COMMISSION** FOR EUROPE







1-3 JUNE 2022, YEREVAN, ARMENIA

#### Wine and the stars

#### Visita Premium y Cata de las Estrellas

Se trata de profundizar en la cultura del vino bajo la perspectiva de integración en el Cosmos de la viña, de las personas y de sus manifestaciones culturales, como es el vino en nuestra región mediterránea. El recorrido va a permitirnos conocer la vinculación de la agricultura del viñedo y de los procesos de elaboración del vino (fermentación, decantación, maduración,...) con los ciclos y ritmos de la luna y estrellas.

Recrearnos en la auténtica vinculación del tiempo con el vino, sin sustituir los ritmos naturales por divisiones uniformes e inflexibles de horas, meses, jóvenes, crianzas, reservas, etc. para descubrir la auténtica "Artesanía del Tiempo en el vino" que recupera a maestros agricultores y bodegueros que transforman sus oficios en Arte.







FOR EUROPE

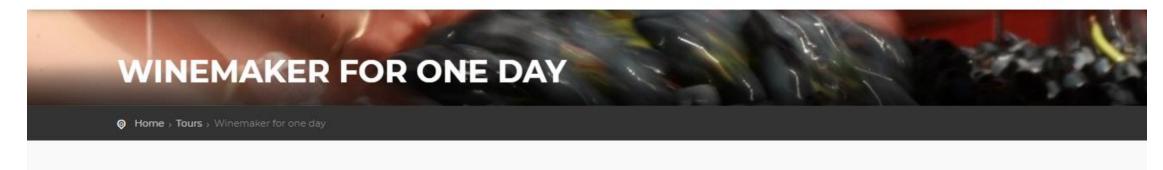
1-3 JUNE 2022, YEREVAN, ARMENIA

## Winemaker for a day in Portugal



Home Fleet Tours About Contacts











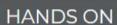
















Message us

1-3 JUNE ZUZZ, TEKEVAN, ARMENI



## Scavenger hunt





#### SOMMOS ESCAPE ROOM

Nuestro enólogo lleva 11 años de investigación intentando descubrir el elixir de la vida... Una bebida que, al tomarla, te devuelva la juventud eterna. Sus resultados demostraban que estaba muy cerca de conseguirlo, pero hace una semana que desapareció de su laboratorio y nadie sabe qué le ha pasado.

Os necesitamos para descubrir qué le ha sucedido al enólogo e investigar si consiguió elaborar el elixir de la vida.

Para consultar disponibilidad, por favor, rellene el formulario y le contestaremos lo antes posible.

Correo electrónico (requerido)

Fecha (requerido)

Número de personas

dd/mm/aaaa

1

https://www.bodegasommos.com/producto/sommos?escape-foom/

## 3D virtual visit



## Horse riding in Argentina



Nuestra Bodega Espacio Killka La Posada Noticias & Prensa Galería de Imágenes

#### Cabalgata en Finca San Pablo

Cabalgata conducida por nuestro guía baqueano. Esta finca está ubicada a 1700 m sobre el nivel del mar y rodeada de un marco imponente en el medio de la cordillera de los Andes.



#### Incluye:

Traslado desde Posada Salentein o Killka hasta Finca San Pablo (7 km.) y regreso.

Duración: de 1 a 2 horas.

#### Notas:

Días y horarios de atención: todos los días de 10 a 15 hs.

Requiere reserva previa con 48 hs de anticipación.

Mínimo 2 pax. Grupos de más de 10 personas, consultar telefónicamente.

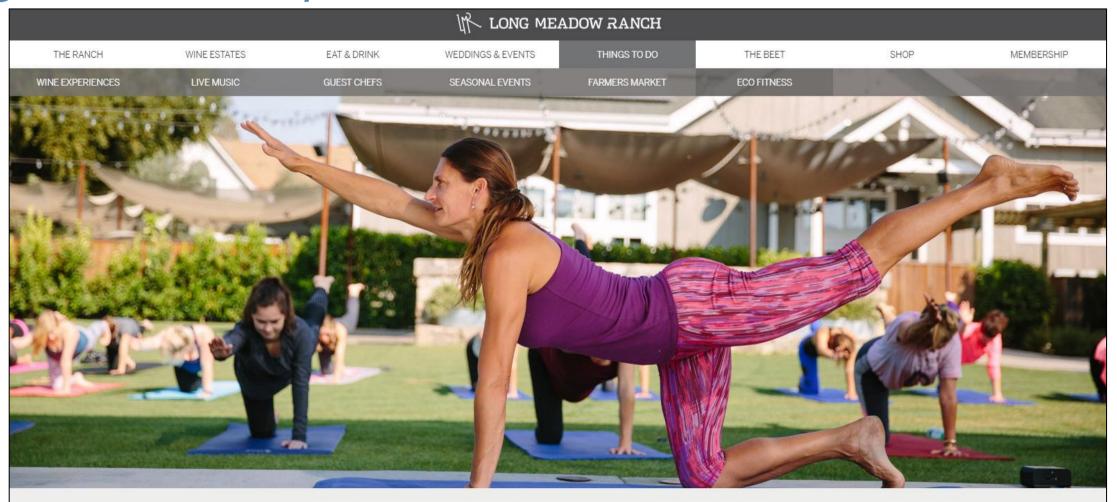
Contacto: reservas.posada@mp-wines.com o Tel.: + 54 (02622) 429090 / 429500.

Valor por persona: AR\$ 650.-

Cerrar



## Yoga retreat in Napa



Start the day on a healthy foot at Farmstead and join our fitness experts on the lawn for eye opening Yoga, Pilates or Piyo.

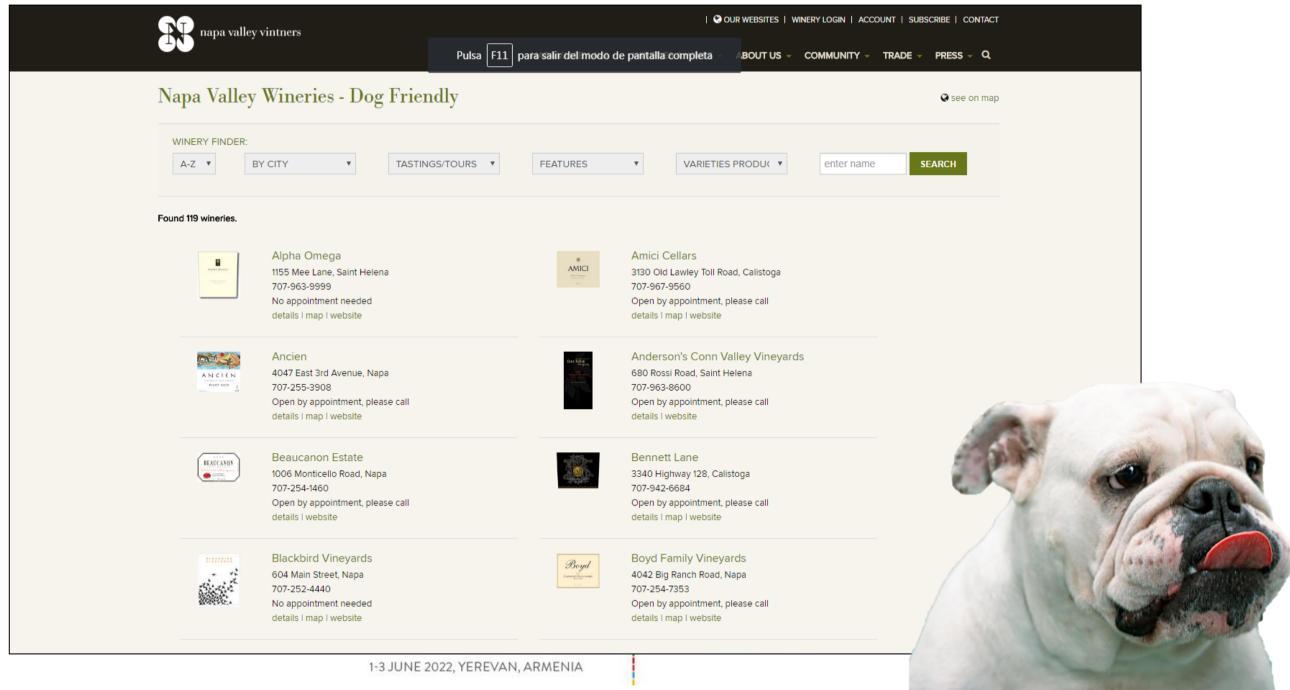
MORNING GLOW YOGA



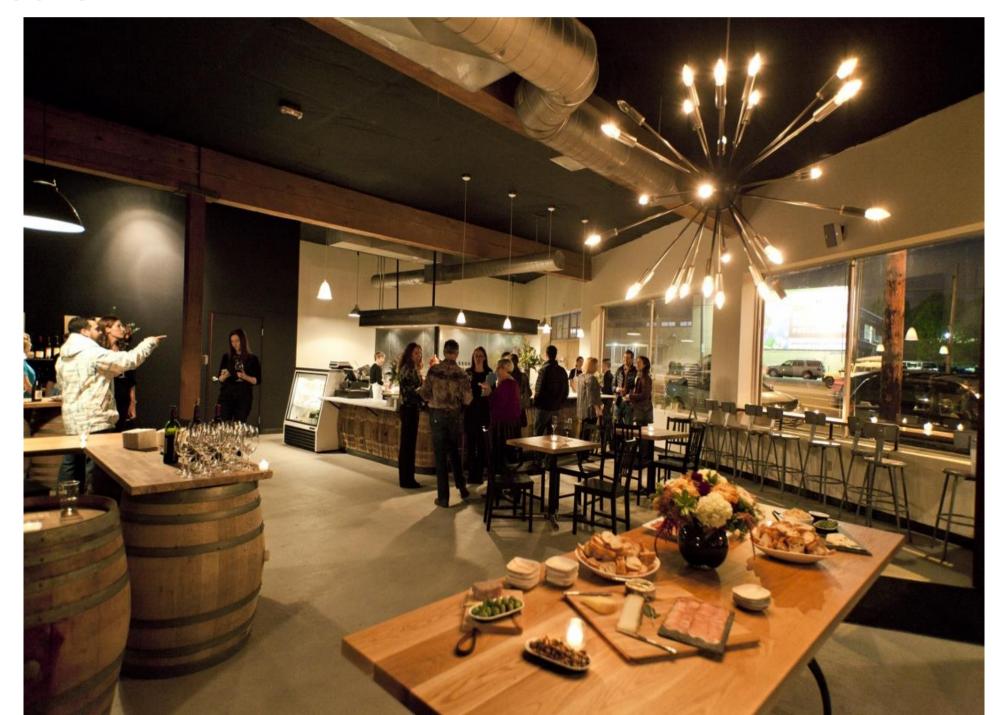




## Dog friendly wine tourism



## Wine bars



## Historical reenactments





#### Wrapping up:

#### How do we create the experience?

- 1. LOOK THROUGH THE CUSTOMERS' EYES
- 2. SHOWCASE OUR CULINARY CULTURE FROM AUTHENTICITY AND RESPECT
- 3. HAVE LOYAL PROVIDERS
- 4. HAVE A BEAUTIFUL "STOREFRONT" (WEB, SOCIAL MEDIA, FACILITIES, APPEARANCE, ETC.)
- 5. GOOD MARKETING STRATEGY
- 6. MEASURE SUCCESS
- 7. REPEAT









## Շատ շևորհակալություն

Thank you!

## Большое спасибо









#### Contact

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2 Twitter @david\_mora







