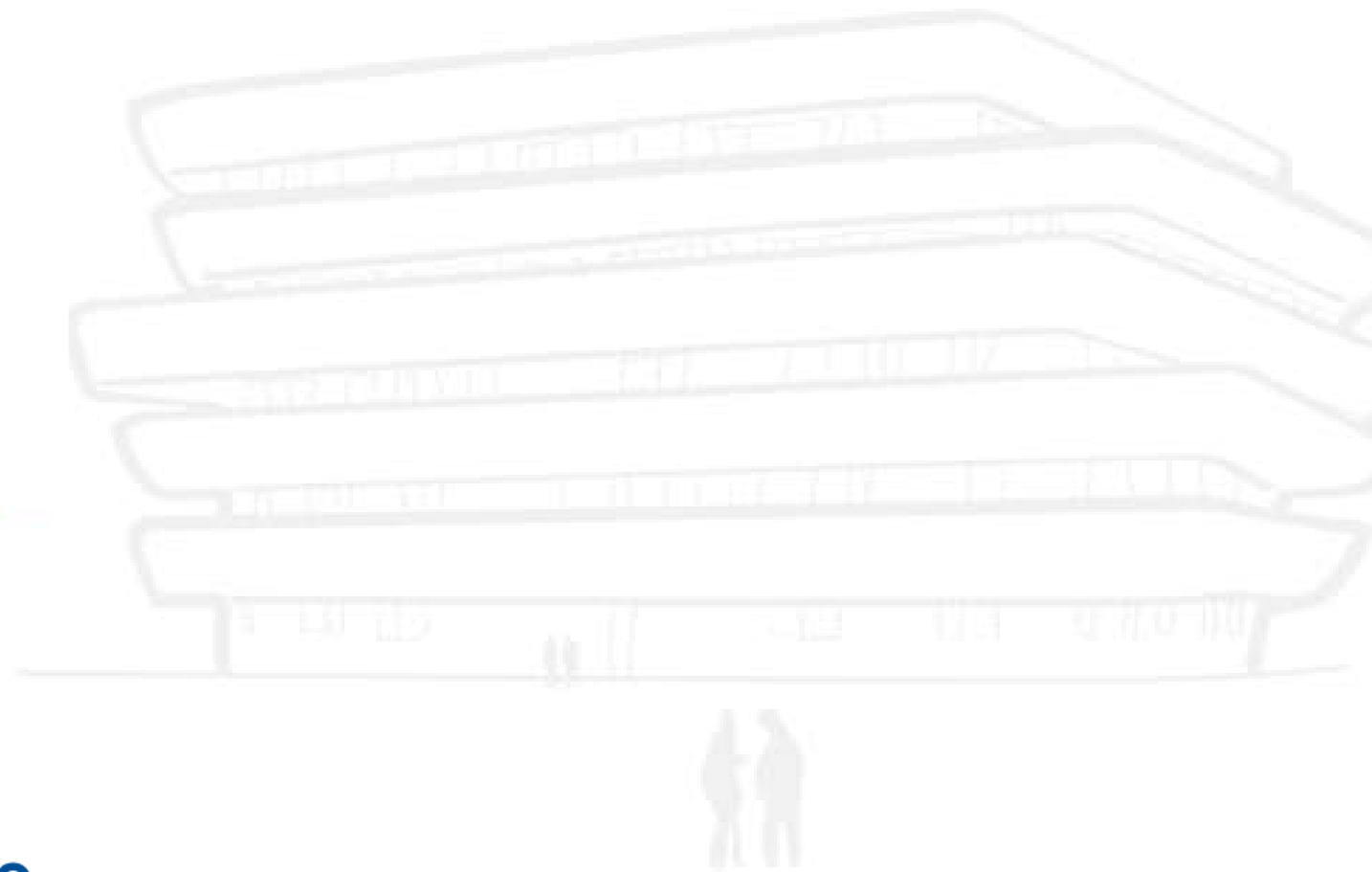


Basque Culinary Center

Guidelines for the Development of Gastronomy Tourism

Macau, September 19th
David Mora





basque
culinary
center



UNWTO & BASQUE CULINARY CENTER



**DONOSTIA
SAN SEBASTIÁN
SPAIN / 2023
5-7 OCTOBER**





OUR FOOD SYSTEM IS BROKEN



HIGHER TEMPERATURES
(IPCC)

BIODIVERSITY LOSS

DROUGHTS

INEFFICIENT CROPS

HUNGER (1/8)

4th MOST POLLUTING
INDUSTRY (*ecoexperts.com)

40% FOOD WASTE
(USDA)

FOOD PRICES SKYROCKETED
(25% en 2 yrs. Which?)

EXCESSIVE PRODUCTION AND
CONSUMPTION

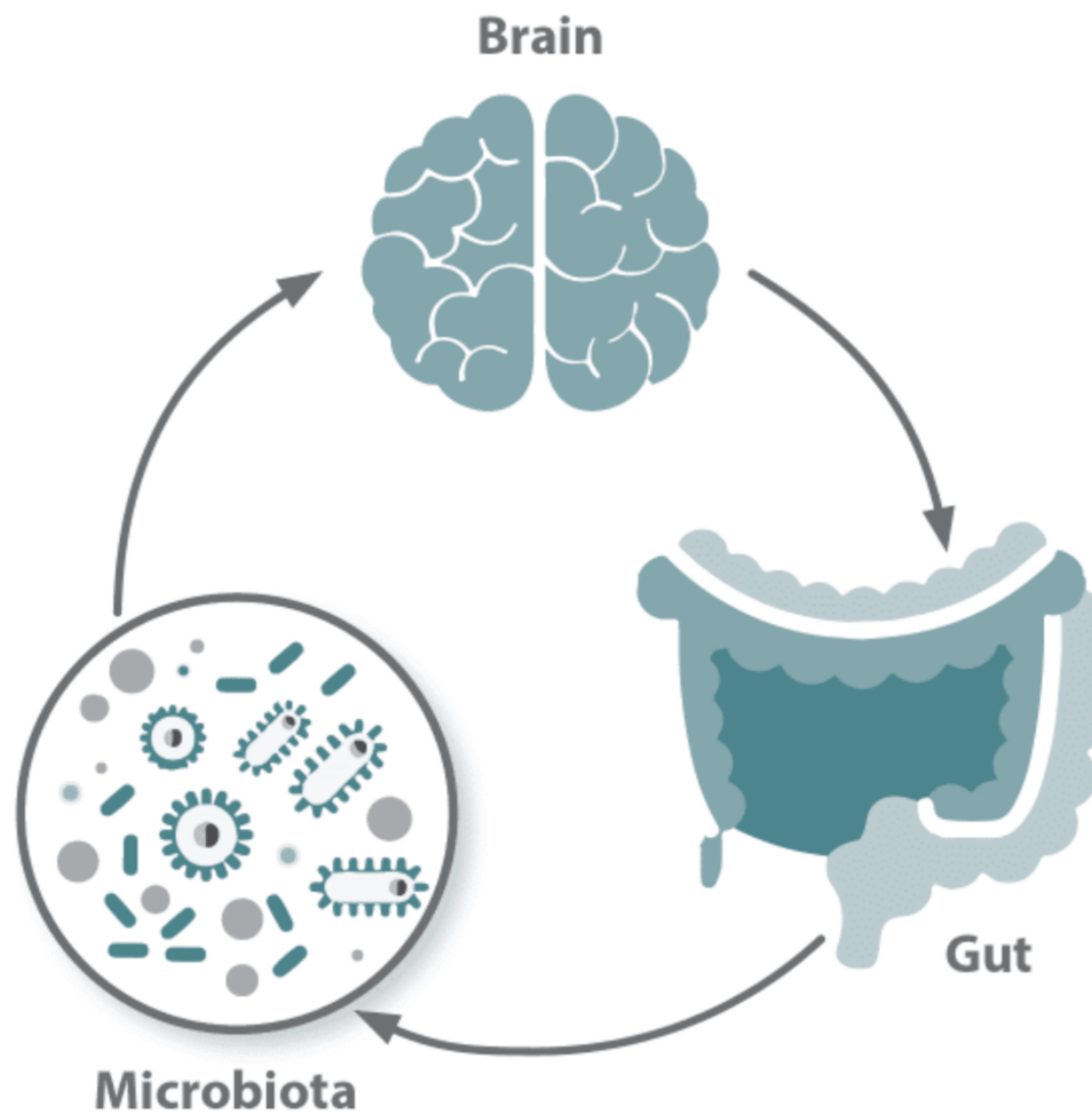
- In the Asia-Pacific (region), fishery yields are on track to hit zero by 2048. (John Vidal, "Salmon farming in crisis". The Guardian, 2017)
- The US Food industry produces double the amount needed by the market. Thus, companies must "push" their products with aggressive promotions and huge portions (2x1), and marketing to children (Sitopia, Carolyn Steel)
- IPCC's 'Climate change and land' report: since 1961, food supply per capita has increased more than 30%, accompanied by greater use of nitrogen fertilizers (increase of about 800%) and water resources for irrigation (increase of more than 100%). This report called for a comprehensive review of diet and land use around the world.



HOW IMPORTANT IS FOOD?



FOOD IS HEALTH



FOOD IS SUSTAINABLE DEVELOPMENT





1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS





Food is origin, traditions and
guaranteed quality

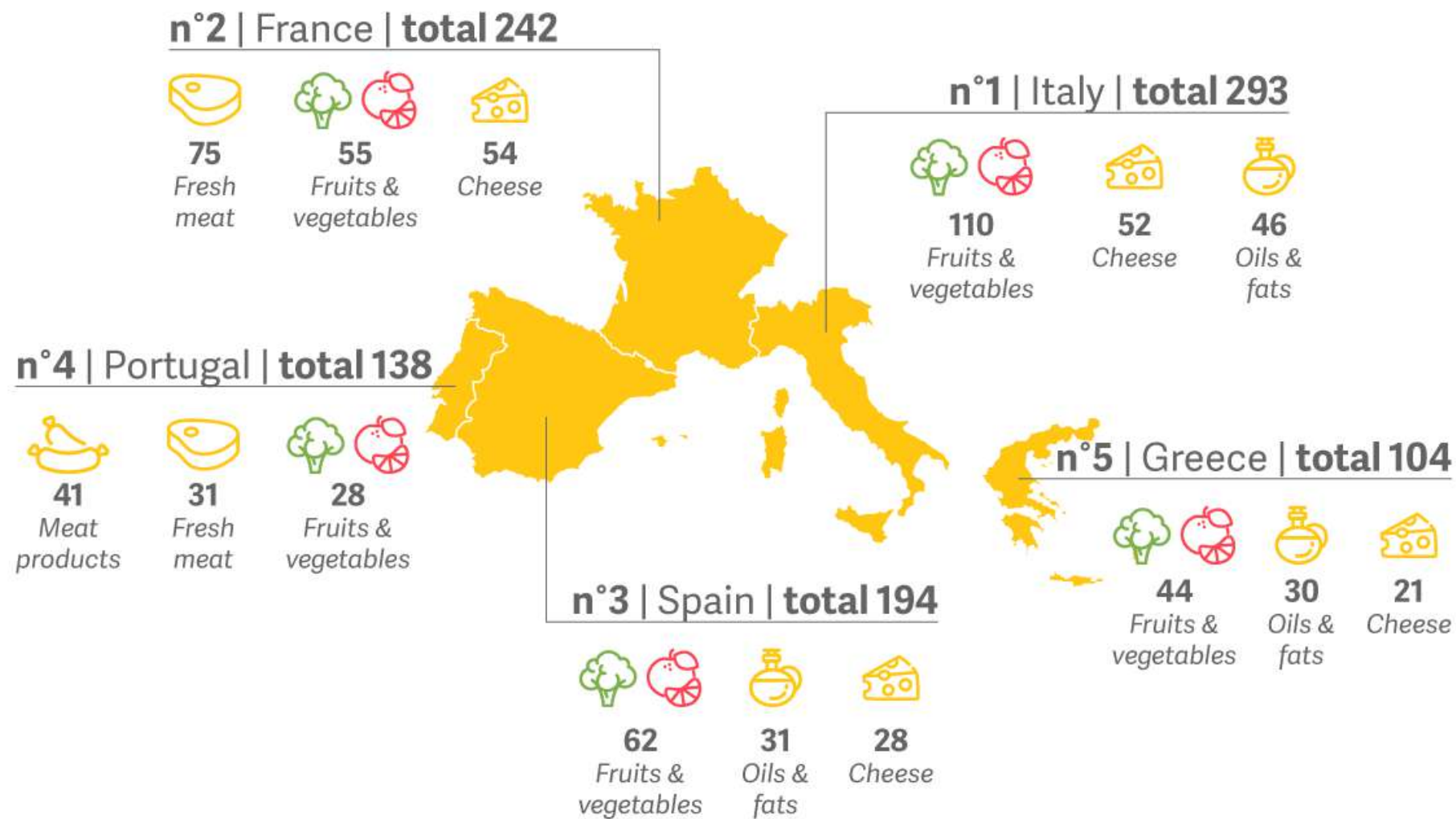


3500th

Geographical Indication



THE TOP 5



FOOD IS HAPPINESS

Food is not just fuel. Food is about family, food is about community, food is about identity. And we nourish all those things when we eat well.

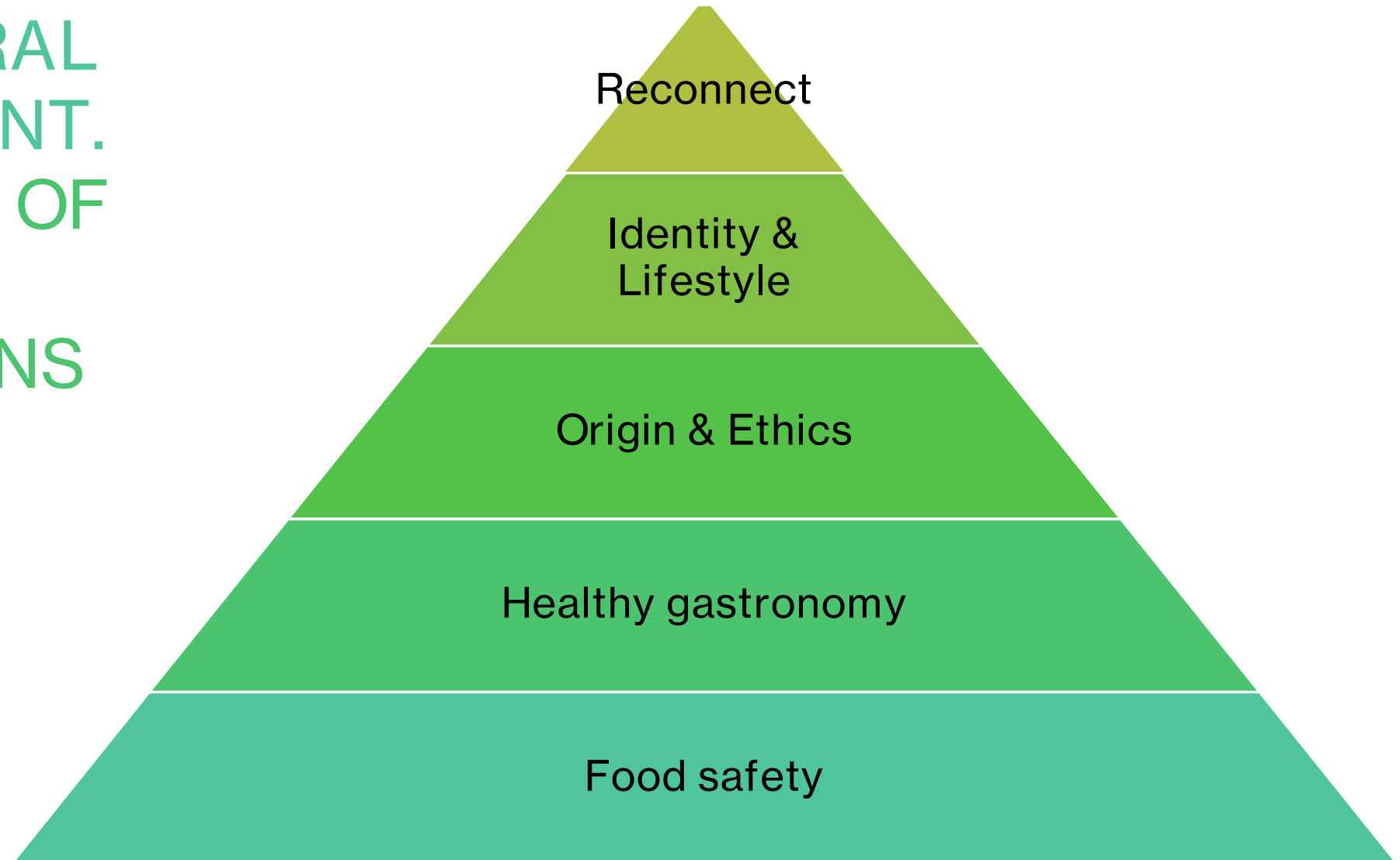
Michael Pollan



CAN GASTRONOMY TOURISM HELP?



FOOD IS RURAL DEVELOPMENT. THE VALUES OF RURAL DESTINATIONS



FOOD TOURISM IS RURAL DEVELOPMENT.



FOOD IS ALL THAT AND MUCH MORE

1. UNESCO's World Heritage
2. Country brand
3. Innovation
4. Investment attractor
5. Export boost
6. *Gastrodiplomacy*
7. Pride for (of) a country





WHAT CAN DESTINATIONS DO TO BOOST GASTRONOMY TOURISM?





What is gastronomy tourism?

“Tourism activity characterized by the experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, gastronomy tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.”

Committee on Tourism and Competitiveness (CTC) of UNWTO

“It is the act of traveling for a taste of place in order to get a sense of place.”

World Food Travel Association

Tourism and Gastronomy: a parallel story

The word “tourism” derives from the French term “tourist” (touriste), and it starts being used in the UK in the 18th Century.



Carl Spitzweg, *Englishmen in Campania*, ca. 1835, Alte Nationalgalerie, Berlin, Germany.

The word “gastronomy” also appears in France in the 18th century (Grimod de la Reynière).



Grimod de La Reynière (1758-1837)



**AMERICAN
EXPRESS**

Delicious Destinations

79% of respondents like to
explore new food options they've
never had before when traveling

OUR GUIDE

Purpose and scope

- To provide practical tools for the NTAs and DMOs to facilitate the development and management of gastronomic tourism in destinations.
- To provide guidelines for the planning and management of gastronomic tourism destinations.



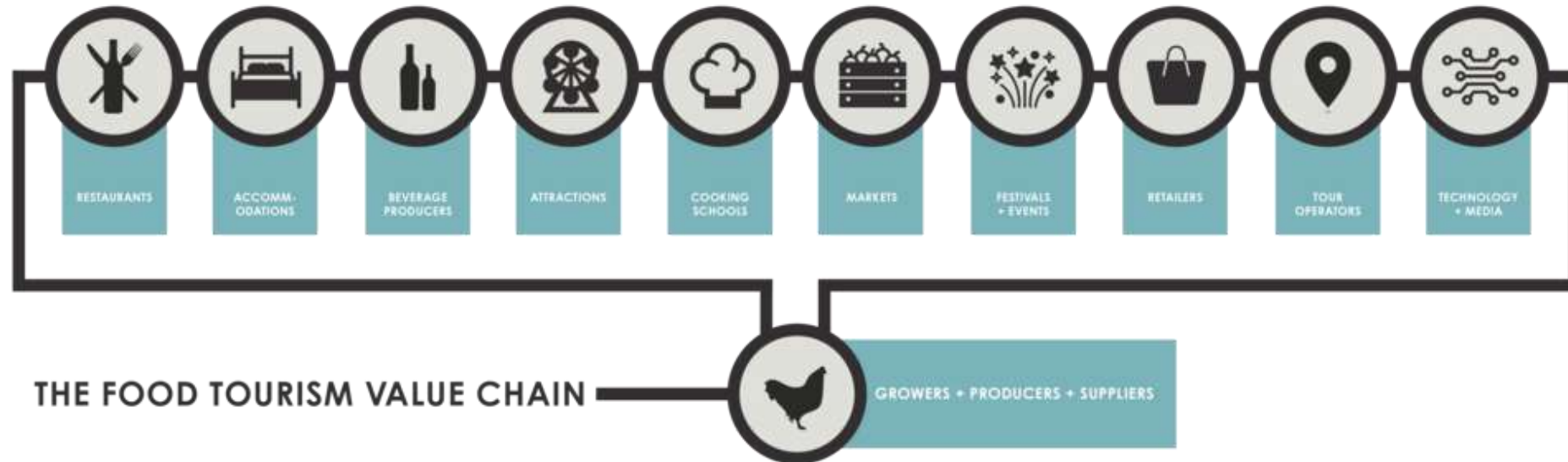


Planning and management of gastronomic tourism in the territory.

Through a Gastronomic Tourism Strategic Plan that involves different phases:

1. Preliminary phase: launching of the project.
2. Phase I: analysis and diagnosis of the current situation.
3. Phase II: strategic formulation of the Plan.
4. Phase III: operational planning.
5. Phase IV: communication and dissemination stage of the Plan.

Phase I. Internal analysis. What do we have?



Tools

- Resource inventory and assessment
- Collaboration with Academia
- Interviews with food experts
- Field work
- Secondary evidence
- Identifying stakeholders
- Previous strategic plans
- Citizenship
- Public administration reports
- Blogs and websites

External analysis. Trends

- Institutional leadership
- Destination intelligence system
- Information dissemination

External analysis. Competition

- Identify competitors and good practices.
- The selection of criteria should be based on the destination's goals and objectives.
- Use professional tools.

TOOLS

- Professional events
- Reports
- Papers
- Professional media
- Social media
- Blogs
- Field trips
- Interviews
- KPIs and statistics

SWOT Analysis

OPPORTUNITIES (+)	THREATS (-)
1. Growing consumer interest in, and appreciation of locally produced food;	1. Growing emphasis in competing destinations on developing food tourism;
2. Potential to expand the profile, quality and number of food tourism 'experiences' available to visitors through greater innovation;	2. Failure to secure buy-in from key food tourism stakeholders to a National Implementation Framework;
3. Possibility of leveraging the reputation of established Irish food and drink brands internationally;	3. Inability of the plan to deliver tangible benefits for service providers may lead to declining support and involvement over the long term;
4. Ireland remains 'undersold' as a food tourism destination;	4. Continued fragmentation of effort due to the diverse stakeholder mix may lead to underperformance;
5. Increasing recognition in recent years, at home and abroad, of the diversity and quality of food in Ireland;	5. Current credit restrictions preventing existing and new business in food tourism from developing and expanding;

STRENGTHS (+)	WEAKNESSES (-)
1. Ireland's favourable image as a natural and relatively unspoilt 'green' destination;	1. Lack of an agreed national vision and strategic objectives for the future development of food tourism;
2. Existing pool of high quality, authentic food tourism products, activities and events;	2. Limited consumer, market and performance research data to support decision-making in this area;
3. Established national, regional and local bodies, networks and associations in food tourism;	3. Insufficient cooperation and coordination amongst stakeholders in food tourism;
4. Good regional dispersal of food tourism products, activities and hallmark events;	4. Fragmented nature of the industry reduces the scope, cohesion and ultimately the impact of marketing activities undertaken;
5. Generally positive feedback from visitors with regard to the quality of food and service experienced during their visit;	5. Lack of a comprehensive inventory of food tourism experiences inhibits effective planning and decision-making;

Phase II. Our target: The buyer-persona

Quantitative and qualitative analysis of the gastronomic tourist.

- Value design for the gastronomic tourist based on knowledge.
- Identifying the ideal customer.
- Destination oriented and focused on gastronomic tourists.
- Analysis of the tourist experience during the trip and post trip in the digital era.
- Discoveries (findings, conclusions) on the importance of emotions.

TOOLS

- Surveys
- Research
- Reports
- Papers
- Professional media
- Social media profiling
- Blogs
- Interviews
- Focus groups
- Brainstorming and meetings
- Buyer persona templates

Destination positioning

Analysis and definition of the destination's gastronomic image and positioning.

- Tourism intelligence to identify priority markets for gastronomic tourism.
- Analysis of the destination's image at different stages of the experience.
- Marketing evaluation.

TOOLS

- Surveys and analysis
- Reports
- Interviews with tour operators
- Interviews with stakeholders
- Focus groups with influencers and travel agencies
- Hire brand marketers
- Brainstorming and meetings
- Buyer persona

Defining the destination's competitive strategy

- The gastronomic tourism strategy is intrinsic to the tourism strategy.
- Gastronomic culture of the destination as differentiation.
- Strategies based on sustainability.
- The destination's strategy should encourage citizenship participation, be present in all stages of the tourist experience.

TOOLS

- Surveys and analysis
- Reports
- Interviews with tour operators
- Interviews with stakeholders
- Focus groups with influencers and travel agencies
- Hire brand marketers
- Brainstorming and meetings
- Buyer persona

Defining the destination's competitive strategy.



Phase III. Operational Planning

Promoting product development and innovation.

- Enhancing the value of the region's endogenous gastronomic resources.
- Enhancing the culinary identity of the destination.
- Design of a holistic roadmap.
- Strengthening of hubs, incubators and accelerators for innovative gastronomic companies.
- Creation of collaboration networks.
- Technology to support product creation.
- Creation by UNWTO of the Product Development Program.

Training, professionalization and job creation.

- Improvement of personal and professional skills.
- Creation and promotion of best practice manuals.
- Transmission of knowledge and technology through universities and research centers.
- Encouragement of entrepreneurship.

Phase III. Operational Planning

Creating memorable experiences: ensuring quality services.

- Authenticity is a key element for the satisfaction of the gastronomic tourist.
- Experiences are subjective, each customer enjoys in a different way.
- Multisensory experiences.
- Storytelling is of key importance.
- Knowledge of tourist satisfaction.
- Dissemination of certification systems and quality marks.
- Minimizing food risk.

Governance: fostering public-private collaboration.

- Identification and clarification of the functions of each entity.
- Creation of complicity relationships between actors.
- Involvement of the entire value chain.

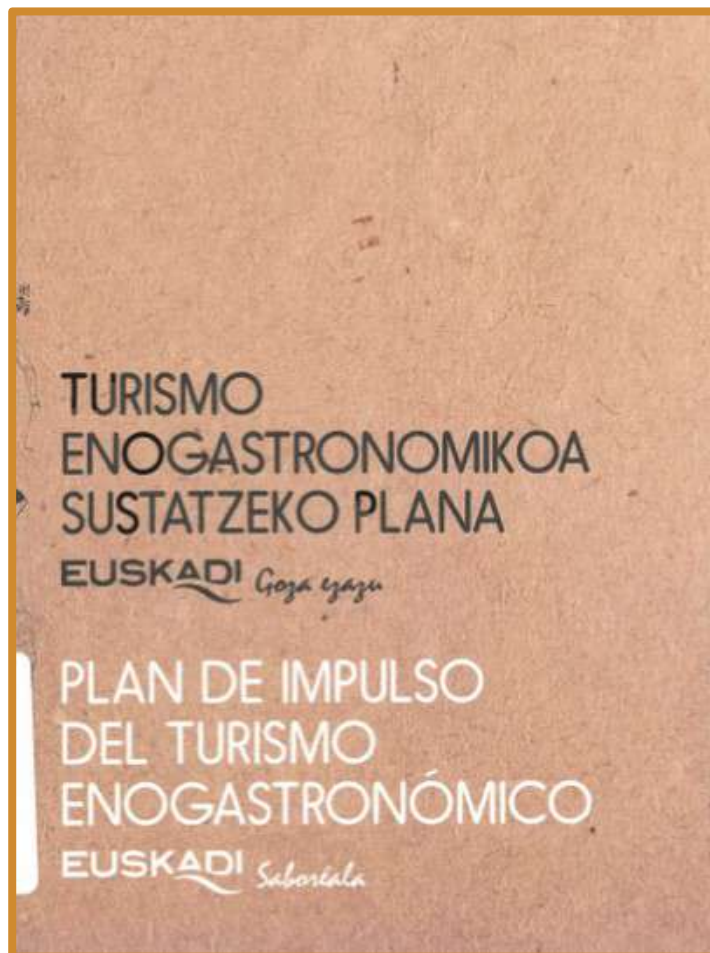
Some actions from other destinations.

- Promoting a model of governance with leadership, transparency and participation of all stakeholders.
- Promotion of the recognition of local gastronomy as cultural heritage: culinary identity, local products and local gastronomy.
- Creation and development of gastronomic tourism products and experiences associated.
- Define and implement a gastronomic marketing plan.
- Develop an authentic gastronomic branding.
- Improve food-related facilities to manage tourist flows (markets, food halls, etc.)
- Link gastronomy tourism with the reduction of food waste.

Good practices



The Basque Country, a foodie's paradise



Generosity of chefs and cooperation for success



Why so?

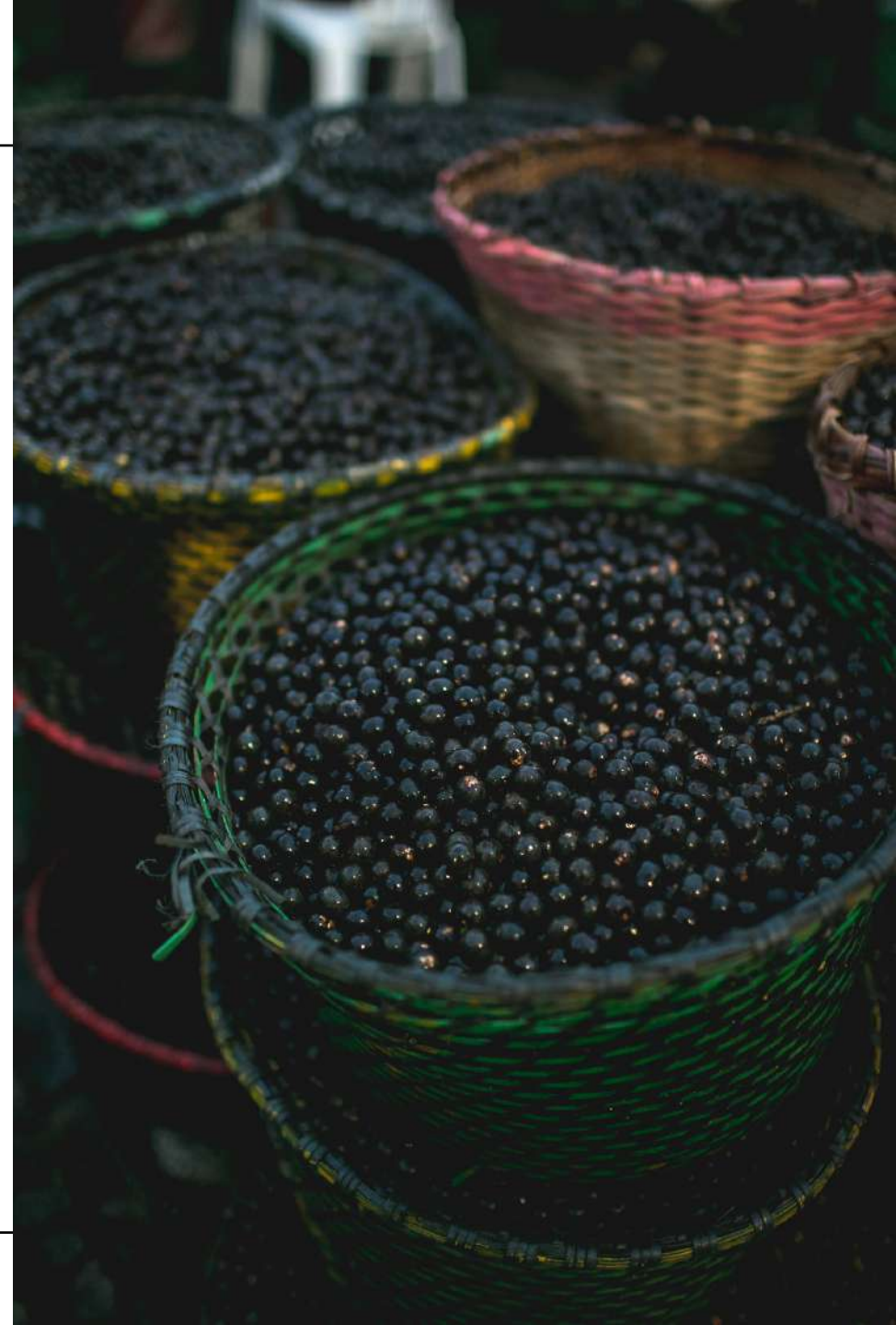
- Variety of landscapes and environments
- Sea, plain, mountains
- Quality of produce
- Primary sector relatively solid
- Public support
- Food culture of society
- Innovation and knowledge-based economy
- Famous chefs. Michelin stars
- Identity, singularity
- Strong local demand



Brazil

Name of the program: “Gosto Pelo Brasil”
(Programa Nacional de Turismo
Gastronômico)

Objective: increase the competitiveness of
Brazil as a destination through gastronomy.



Brazil

Three successful cases:

- Gastronomic Tourism Course for Managers.
- Web series + guide to gastronomic tourism itineraries.
- Organization of the 1st International Gastronomic Tourism Seminar

Results after the implementation of the Guide:

- Everything that has to do with the program is thanks to the Guide, as it was key to its elaboration.



Programa Nacional de Turismo Gastronômico

Chile

Name of the program: Strategy for the competitive improvement of Gastronomic Tourism in Chile and activation plan.

Objectives:

- Gastronomic culture of Chilean society.
- Competitive development of a complete value chain for Gastronomic Tourism in Chile.
- Knowledge and human capital for the development of Chile's Gastronomic Tourism.
- Promotion and marketing of Chile's Gastronomic Tourism.
- Post COVID-19 reactivation of Chile's Gastronomic Tourism.



Chile

Outputs:

- Diagnosis of Gastronomic Tourism in Chile.
- Value map of Chile's gastronomy.
- Product strategy.

Results after the implementation of the Guide:

- Developing a methodology for the creation of food tourism clusters.

Enoturismo
Chile



Source: <https://www.transformaturismo.cl/wp-content/uploads/2022/02/2.c-Estrategia-para-el-mejoramiento-competitivo-del-Turismo-Gastronomico-de-Chile-y-Plan-de-activacion-2020.-Subsecretaria-de-Turismo.pdf>

Tenerife, Spain

Name of the program:

Plan for Gastronomy Tourism in Tenerife

Objective:

- Preserve the culture, the socio-cultural values of the island and exerting the minimum negative environmental impact on the territory.
- The value chain of gastronomy.
- Supporting sustainable food consumption and creating links with local producers.



Tenerife, Spain

Results after the implementation of the Guide:

- An increase in the number of visitors.
- A significant increase in the use of local produce on menus.
- A general recognition of the specialized promotion of the island's gastronomy.
- The inclusion of elements of gastronomic products and services.



Source: <https://www.webtenerife.com/corporativa/>

Questions?



<https://www.bculinary.com/es/masters/turismo-gastronomico>

dmora@bculinary.com

