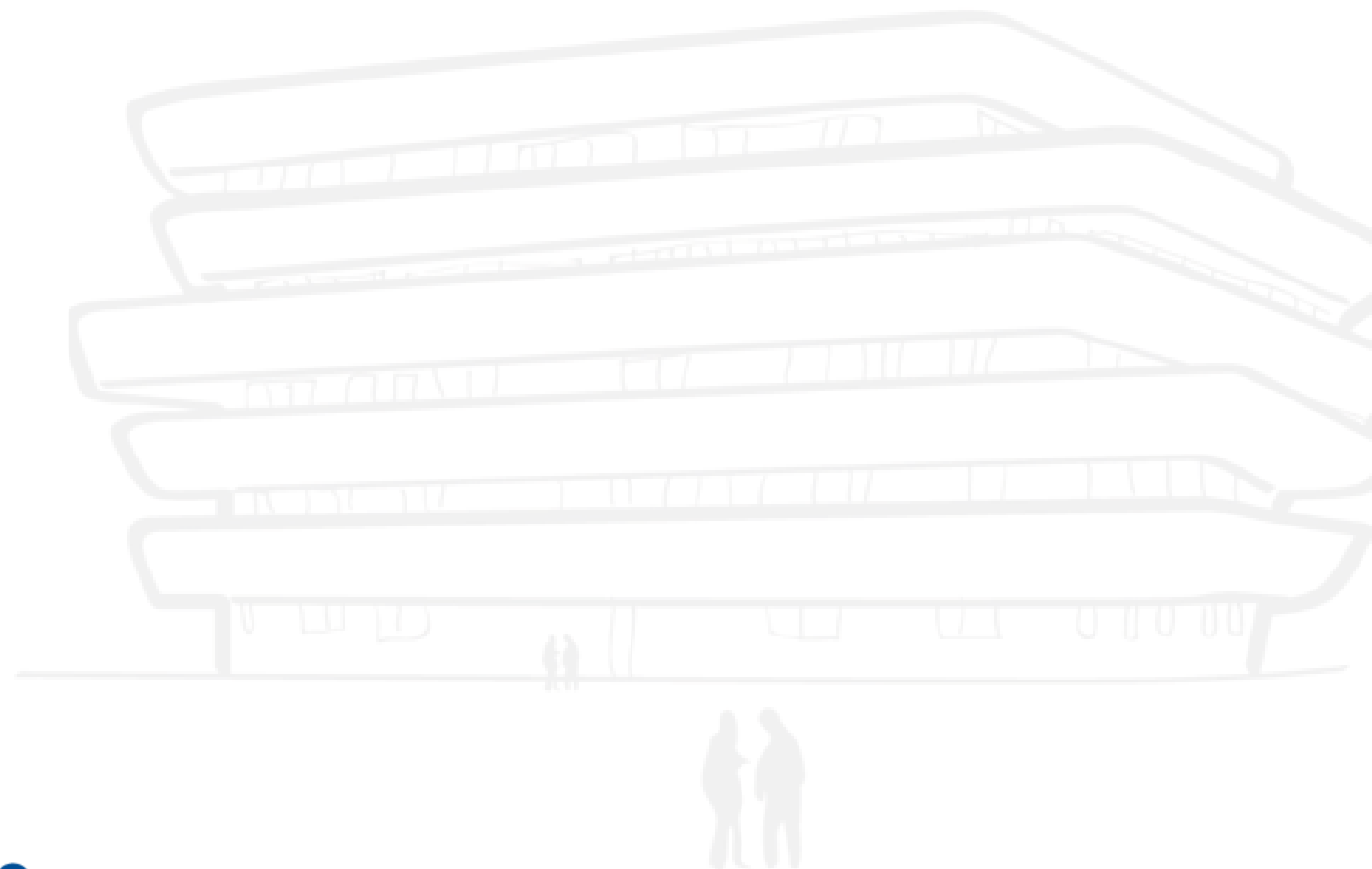


Basque Culinary Center

Guidelines for the Development of Gastronomy Tourism

Donostia – San Sebastián
October 6th
David Mora





WELL PLANNED GASTRONOMY TOURISM
MIGHT HELP SUSTAINABLE DEVELOPMENT





WHAT CAN DESTINATIONS DO TO BOOST GASTRONOMY TOURISM?



OUR GUIDE

Purpose and scope

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



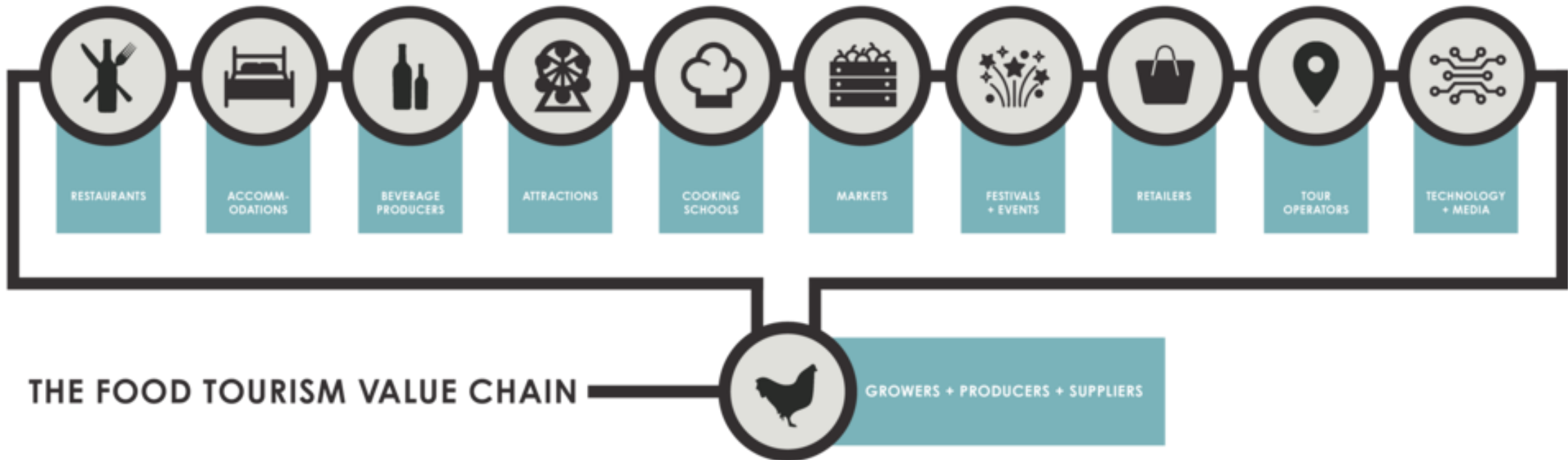


Planning and management of gastronomic tourism in the territory.

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.

What do we have?



Survey (July through September)

- English and Spanish
- Via Survey Monkey (online website)
- 47 responses (national and regional)
- 27 countries
- 14 of them responded that they had used the Guidelines for their own gastronomy tourism strategy
- By mid-2024 UNWTO and BCC will release a document with these good practices.



Good practices



Chile

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

Objectives:

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



Chile

Outputs:

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

Results after the implementation of the Guide:

- Development of a methodology for the creation of gastronomy tourism clusters.
- “Saborea Chile”, gastronomy tourism events across the country.
- Online training for wineries: Enoturismo Market Ready



Enoturismo
Chile

Tenerife, Spain

Name of the program:
Plan for Gastronomy Tourism on Tenerife
Island

Objective:

- Preserve the socio-cultural values of the island linked to gastronomy by exerting the minimum negative environmental impact on the territory.
- Reinforce the value chain of gastronomy.
- Support sustainable food consumption and creating links with local producers.
- Diversification of tourist portfolio of the destination.



tenerife!
despierta emociones!

Tenerife, Spain

Results after the implementation of the Guide:

- An increase in the consumption of local food among visitors.
- A significant increase in the use of local produce in menus.
- The inclusion of elements of local gastronomy in tourist products and services.
- A general recognition of the island's gastronomy.



Quintana Roo, Mexico

Name of the program: Strategy for the development of gastronomy in Quintana Roo

Quintana Roo is implementing different initiatives as a result of the analysis and use of the Guidelines. The Masterplan for sustainable tourism development Quintana Roo 2030 works for the improvement of the destination model, with a focus on competitiveness and sustainability.

This new tourist approach acknowledges the importance of gastronomy tourism as a means for product diversification and prosperity for local communities.

We should stand out their effort on shared governance. The State has designed and launched a new governance scheme with the creation of the Comité de Fomento a la Gastronomía de Quintana Roo. This initiative gather representatives from public and private sector as well as Academia and local communities.

SEDETUR
SECRETARÍA
DE TURISMO





STRATEGY

There is also a new Strategy for the development of gastronomy in Quintana Roo. This strategy was written in partnership with enterprises, scholars, public institutions and social representatives. The main goal is that of better position the destination as a competitive, inclusive, sustainable and *avant-garde* gastronomy destination.

This strategy sets 4 pillars:

1. **PROMOTION.** Strengthening local gastronomic identity.
2. **VALUE CHAIN.** Linking producers with culinary enterprises, also strengthening local food production.
3. **TRAINING, EDUCATION AND INNOVATION.**
4. **SUSTAINABILITY, QUALITY AND FOOD SAFETY.**

Culinary Tourism Alliance, Canada

Name of the Project: National Culinary and agritourism Strategy of Canada (in progress)

The Culinary Tourism Alliance was formed to implement the 2005-2015 Ontario Culinary Tourism Strategy. CTA just went national in 2023 and are currently developing a National Culinary and agritourism Strategy. Some other remarkable actions are:

- Provincial Feast On® certification program
- Feast On® The Farm Event Series that have both a consumer experience and industry education component
- 2024 plans include implementing a new academic research program and developing a national certification program





The Great Taste of Canada is a nation-wide cooperative recovery program by the Culinary Tourism Alliance as part of the national culinary and agritourism development and marketing efforts.

It is promoting tastes of place stories by leveraging mobile-first advertising technology, content creation and a national partnership with the Globe and Mail.

Source: <https://www.canadaculinary.com/great-taste/>

Slovenia

Name of the Project: Action plan for the development and marketing of gastronomic tourism 2019 – 2023



3 MARKETING GOALS

5 STRATEGIC AREAS

37 INITIATIVES

3
MARKETING
GOALS

OBJECTIVE	KEY INDICATORS OF SUCCESS
Visibility	<ul style="list-style-type: none">• Arrival of the international Michelin guide to Slovenia• Strengthening the presence of Gault & Millau Slovenia• Regular listing of Slovenian restaurants on the The World's 50 Best Restaurants
Sustainability	<ul style="list-style-type: none">• Increase in the number of green supply chains• Increase in the level of self-sufficiency of Slovenia by individual food types• Continuous increase in the share of organic foods
Higher added value	<ul style="list-style-type: none">• Higher added value in hospitality services per employee• Increased spending per tourist





Zaveza za trajnostno gastronomijo Slovenije

Commitment to sustainable Slovenian gastronomy

Prizadevamo si za gastronomijo, ki je:
We strive for gastronomy that is:

1. **AVTENTIČNA**
in temelji na značilnih lokalnih jedeh iz svežih sezonskih sestavin.
AUTHENTIC and based on typical local dishes from fresh seasonal ingredients.
2. **UČINKOVITA,**
saj izkorišča kratke dobavne verige visokokakovostnih lokalnih ponudnikov živil.
EFFICIENT, as it supports local providers, who ensure short chains for the supply of food.
3. **USMERJENA K NARAVI,**
saj ponuja zdravo svežo pitno vodo iz pipe.
NATURE-ORIENTED and encourages people to drink fresh, healthy tap water.
4. **BREZ ODPADKOV,**
saj zmanjšuje njihovo količino in stremi k izločitvi plastike.
WASTE-FREE with no single-use plastic.
5. **NEOPOREČNA,**
saj zagotavlja pripravo in uživanje hrane v varnem okolju.
IMPECCABLE as it ensures food preparation and consumption in a safe environment.
6. **ODGOVORNA DO OKOLJA,**
saj trajnostno uporablja naravne vire energije.
RESPONSIBLE TO THE ENVIRONMENT as it sustainably uses natural energy sources.
7. **ODGOVORNA DO ZAPOSLENIH,**
saj deluje socialno vključevalno in povezovalno.
RESPONSIBLE TO ITS EMPLOYEES and is socially inclusive.



AUTHENTIC

EFFICIENT

NATURE - ORIENTED

WASTE - FREE

IMPECCABLE

RESPONSIBLE TO THE ENVIRONMENT

RESPONSIBLE TO ITS EMPLOYEES





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

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