Basque Culinary Center

Guidelines for the Development of Gastronomy Tourism

Donostia – San Sebastián
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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.

Source: https://www.unwto.org/global/publication/guidelines-development-gastronomy-tourism
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?

Source: https://www.culinarytourismalliance.com/terms-definitions
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.

Source: https://www.transformaturismo.cl/producto/estrategia-para-el-mejoramiento-competitivo-del-turismo-gastronomico-de-chile-y-plan-de-activacion-2020-subsecretaria-de-turismo/#
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

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 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.

Source: [https://www.webtenerife.com/corporativa/que-hacemos/actuaciones-destino/gastronomia/](https://www.webtenerife.com/corporativa/que-hacemos/actuaciones-destino/gastronomia/)
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.

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

Source: https://sedeturqroo.gob.mx/FomentoGastronomia/index.php
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

Source: https://www.culinarytourismalliance.com/consulting/projects
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

<table>
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<tr>
<th>OBJECTIVE</th>
<th>KEY INDICATORS OF SUCCESS</th>
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| Visibility  | • 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 | • 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 | • 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:

- **AUTHENTIC**
  In vsem, sa zmolitvih lokalnih predelih in vsemih seznamih raznolikih.
  AUTHENTIC and based on opposed local dishes from fresh and natural ingredients.
- **EFFICIENT**
  Uporabljamo širino pravih in pravilnih lokalnih ponudnikov za vse.
  EFFICIENT in support local providers, who ensure their demand for the supply of food.
- **NATURE - ORIENTED**
  Uporabljamo samostojno izdelane in univerzalne v naravni okolici.
  NATURE-ORIENTED and encourage people to drink clean, healthy tap water.
- **WASTE - FREE**
  Uporabljamo odpravljeno koleso v starih izdelavah plastike.
  WASTE-FREE with reusable containers.
- **IMPECCABLE**
  Uporabljamo vse različne tehnike v varenih okolich.
  IMPECCABLE in use of diverse and understand in a sustainable way.
- **RESPONSIBLE TO THE ENVIRONMENT**
  Uporabljamo ekološke značilnosti in vsepotne
  RESPONSIBLE TO THE ENVIRONMENT and its sustainable energy systems.
- **RESPONSIBLE TO ITS EMPLOYEES**
  Uporabljamo vse v edinstvenih in posebnih
  RESPONSIBLE TO ITS EMPLOYEES and its unique scenarios.
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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