Global Trends on Food Tourism
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• Presentation
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Presentation

• In recent years gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory
Presentation

• Gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience...
Presentation

• Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promotes local economic development, involves different professional sectors (producers, chefs, food markets, etc.), and brings new uses to the primary sector.
Presentation

• This leading role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings based on high-quality local products and the consolidation of a separate market for food tourism.
Global Trends

What are the major global trends and the keys to success that can be observed in the development of food tourism?

• It is a growing market.
• What are food tourist like?
• The territory is the backbone of gastronomic offerings
• The product is the basis of Food Tourism
• Cultural Heritage
• Tradition and Innovation
• Sustainability
• Cooperation
Global Trends. It is a growing market

• The growth of food tourism worldwide is an obvious fact.

• It is one of the most dynamic segments within the tourism market.
Global Trends. Food Tourists

• What are food tourist like?
Global Trends. Food Tourists

- They are tourists who take part in the new trends of cultural consumption.
- They are travellers seeking the authenticity of the places they visit through food.
- They are concerned about the origin of products.
- They recognize the value of gastronomy as a means of socializing, as a space for sharing life with others, for exchanging experiences.
Global Trends. Food Tourists

• Such tourists have higher average expenditure, they are demanding and appreciative, and they eschew uniformity.

• Therefore, gastronomy cannot become a bland and anonymous product; it must have personality, because otherwise it will become vulnerable, de-localized and subject to adulteration.
Global Trends. The Territory

• The territory is the backbone of gastronomic offerings.

• *The terroir* is an element of differentiation and is the source of local identity.

• It encompasses environmental and landscape values, history, culture, traditions, the countryside, the sea, the own cuisine of the place.
Global Trends. The Territory

• In this regard, the conversion of the territory into a culinary landscape is one of the challenges of tourism destinations.
Global Trends. The Product

• The product is the basis of Food Tourism.

• Therefore, it is important to define what heritage resources and natural resources we are going to convert into tourism products that make it possible to identify this territory.
Global Trends. Cultural Heritage

• Culture is the set of behaviours, knowledge and customs that shape a society and on which a sense of belonging is based.

• The design of any food tourism offering will not viable if it does not take into account the cultural characteristics of the territory.

• Gastronomy allows tourists to access the cultural and historical heritage of destinations through tasting, experiencing and purchasing.

• That is, it makes it possible to approach culture in a more experiential and participatory way that is not purely contemplative.
Global Trends. Cultural Heritage

• We must also take into account the emergence of new cultural values, which increase the richness and cultural diversity of the country.

• In this regard, **Tradition and Innovation** coexist in a natural manner.

• Gastronomic tradition is in a process of continuous evolution, and the challenge for professionals is to incorporate innovation in order to renew and adapt their offerings to the needs of the new cultural consumer.
Global Trends. Sustainability

• Food tourism is capable of addressing cultural and environmental concerns in a way that is compatible with purely economic arguments.

• The recent history of global tourism development is littered with nominally sustainable models and manifestly unsustainable actions.

• The idea is not to create new indiscriminate pressure on culinary heritage, but to leverage it rationally with an eye to sustainability.
Global Trends. Sustainability

• It is not about “touristifying” gastronomy, by creating new offerings or scaling up existing ones.

• It is not so much about creating in order to attract, but rather attracting visitors to participate in the destination’s own cultural reality, well explained and interpreted, through cuisine, local products and all the services and activities that surround them.
Global Trends. Quality

• Destinations that want to promote food tourism have to work on various levels in the field of quality:

  • the protection and recognition of local products, the development of a competitive offering,
  • the professionalism of human resources throughout the value chain of food tourism through training and retraining,
  • and consumer protection and reception in order to increase visitor satisfaction.
Global Trends. Communication

• Destinations must articulate a credible and authentic narrative of their food tourism offerings.

• The travel experience has changed and is not limited to the days of actual travelling, but rather it starts much earlier, with its preparation and the experience ends when the traveller assesses and shares his experiences through social networks.
Global Trends. Communication

• PROCESS OF THE TOURIST EXPERIENCE
Global Trends. Communication

• Playing key roles in the process are:
  • the great chefs who have ignited a revolution in the segment of high-end cuisine as a revitalizing element for tourism,
  • the media (especially television),
  • tourist guides,
  • food blogs
  • and social networks.
Global Trends. Communication

• And destinations must be present in all channels and all parts of this process.
Global Trends. Cooperation

• It is necessary for the actors operating in the destination (producers, farmers, chefs, restaurateurs, public administrations, hoteliers, etc.) to be envolved in the definition and management of food tourism product offerings.
Thank you!

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