



Building new sustainable tourism offers. Strategies and training for trainers  
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## Predictions in brief:

Quality, accredited and safe destinations

Increased reliance on local tourism (200km radius)

Accredited labels (food and hygiene assurances)

Less visitors but longer overnight stays

Apartments and small hotels favoured

Rural, remote, space preferred

Demand for activities in smaller groups



## Predictions in brief:

### Profile change in visitors (short and longer-term)

Younger profile (20-60)

Sustainable | Responsible | Globally compassionate

Help/support/get involved with local communities

Spend on experiences more than on accommodation

Demand exceptional, unique, surprising, multi-sensorial experiences



[worlderingaround.com](http://worlderingaround.com)



## SMART STRATEGIES

- Less visitors therefore they need to spend more
- Build complimentary and new tourism offers/experiences
- Inspire entrepreneurship (build micro- or mini businesses)
- Train for and accredit these new tourism offers
- One-stop online space / passport for cross-marketing
- Utilize social media fully
- Encourage cross-marketing between offers
- Build international visibility for the future





## Less visitors - Spending more - Avoid **“Overtourism”**

- Euphoria
- Apathy
- Annoyance
- Antagonism
- (Abandonment)



*Source: Tourism Destination Development:  
Doxey, 1975c*

## Less visitors - Spending more - For Preservation

- Depletion of natural resources /historical sites
- Land and Ecosystem Degradation
- Habitat Degradation and Impacts on Wildlife
- Pollution (air, noise, waste & littering, wastewater, oil, chemical & toxic wastes, visual, ...)
- Restoration of the environment



## Less visitors - Spending more - Economic sense

- Average stay over in the historical city of Girona in 2012 was 1 hour, 33 minutes!

*(In: Crous-Costa and D. Vidal Casellas (2013)  
Cultural Tourism*



Girona-Costa Brava reported close to 8 million tourists visiting the region in 2019.

## Quality over Quantity



*Which do you want?*

- *5 visitors spending 500€?*
- *500 tourists spending 5€?*





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## Build complimentary and new tourism offers/experiences

Where there is a convergence between  
**tourism, culture, arts** and **gastronomy**

„we see new micro-businesses arising.



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**Increase quality visitor experiences**

**Give international visibility to niche tourism experiences**

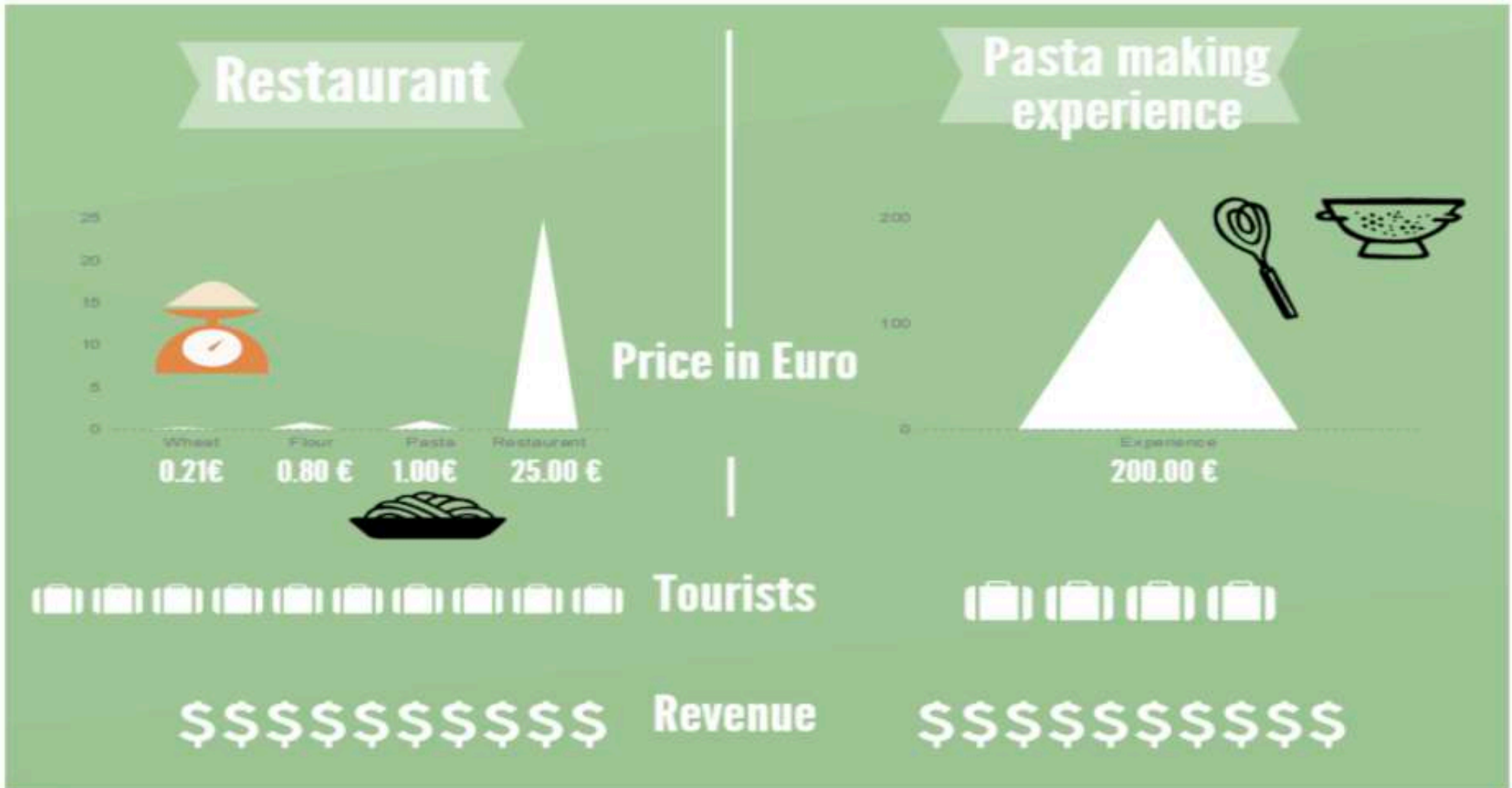
**Reward sustainable initiatives**

**Encourage new initiatives or start-ups**

**Highlight innovative, creative and positive visitor experiences**



# Cookery classes







Blown glass workshops give you the chance to live a special experience in the fascinating world of glass.





**For the courses, it is necessary to:** Reserve your place (s) in advance

Return to pick up your pieces the day after the course at the end of the day

Wear comfortable clothing AND closed shoes **(mandatory)**

Arrive 10 minutes early **(required)**

Bring your cameras, have fun

Share your experience: #lameduseim



**Duration:** 1 hour

**Number of people:** Maximum 4 people / lesson (12 years and over)

**Rates:** \$ 95 + tx / people

**Schedule:**  
Mondays: 10:00 am and 11:30 am  
Tuesdays: 10:00 am and 11:30 am  
Wednesdays: 10:00 am and 11:30 am  
Thursdays: 10:00 am and 11:30 am

**Dates :** From May to the end of September

**Off-season:** lessons on request at: [lameduseim@gmail.com](mailto:lameduseim@gmail.com)



The **Barrel Museum** offers visitors the chance to see barrels and participate in barrel making together with the cooper, revealing the secrets of cooperage.

You can learn all the exciting secrets of cooperage under the guidance of the cooper - preparation of the material, barrel making, welding, fitting and spectacular toasting. In addition, you will be able to actively participate in this process and take home the barrel made by your own hands!



<https://www.entergauja.com/en/things-to-do/enter-culture/barrel-museum#other>









**Ca' del Bosco** offers meaningful experiences that connect knowledge-transfer on the wine-making process with an exhibition of art masterpieces and wine tasting.

The works of art are carved by leading representatives of the contemporary art scene taking inspiration from nature, agriculture and technology,





Beginner and experienced photographers can improve their skills while exploring the sights of Barcelona during this half-day, guided photo-skills and sightseeing tour. Learn to see places like the Gothic Quarter with a photographer's eye as you learn about composition, manual camera settings, and shutter speed. Hear the story behind Barcelona's landmarks, churches, and neighborhoods and capture it all on camera.



Inspiring entrepreneurship (micro- or mini businesses)

- **Cross-sectorial conversations**
  - **Training**
  - **Business support**
  - **Competitions**
- **Vision and international awards**



# TOP VISITOR EXPERIENCES

Training Trainers For  
CREATIVITY, INNOVATION AND NEW JOB  
OPPORTUNITIES





# CRITERIA -TOP VISITOR EXPERIENCE

1. relevant to the region's/ destination's brand/development strategy?
2. Well-themed with a good story?
3. combines food/wine with culture, creativity and the arts?
4. safeguards knowledge about craft or artisan techniques?
5. represents good quality and healthy local food/drink?
6. relevance and proximity to other experiences?



# CRITERIA -TOP VISITOR EXPERIENCE

7. educational (fun, surprising, comical)?
8. well-presented and validated information?
9. encourages visitors to taste, hear, touch and/or feel?
10. visitors actively participate?
11. combines authenticity and tradition with innovation and creativity?



## CRITERIA -TOP VISITOR EXPERIENCE

12. embraces sustainability principles (plastics, water fountains, recycling etc.)?
13. good online and social media presence?
14. easily bookable (preferably online) for international visitors?
15. information/guides available in international languages and do they speak with passion ?
16. visitor facilities (parking, refreshments, toilet, disability access, public transport etc) ?



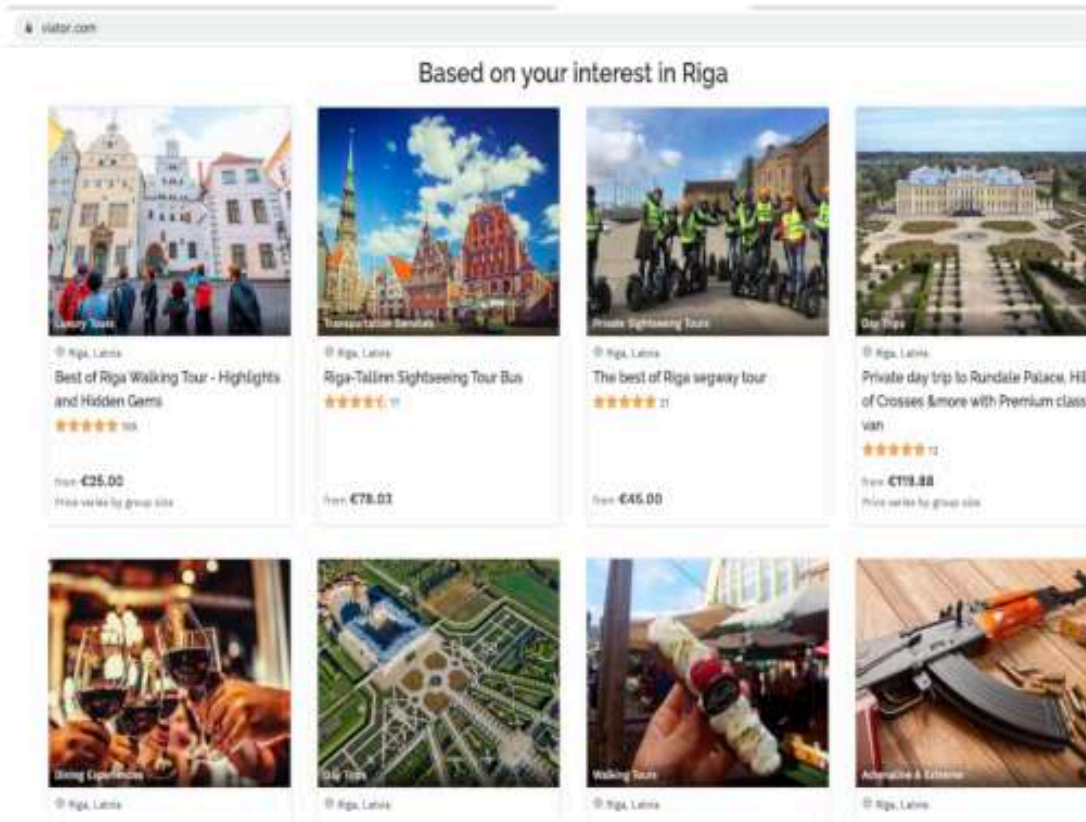
## CRITERIA -TOP VISITOR EXPERIENCE

17. exciting/appealing location (nice landscape, characteristic building etc. - as appropriate to the experience) ?
18. appropriate waiting room/queue management?
19. quality and relevant merchandise for sale (souvenirs – food gifts)
20. relevance and proximity to other experiences?
21. Great ambience?
22. Will it be memorable?





## One-stop online space



**Viator** makes it simple for travelers to find exactly what they want to do. With direct access to more than 200,000 bookable activities, travelers can easily discover and book incredible experiences. Optimized for mobile booking, Viator lets travelers plan in advance or book on-the-go to skip long lines and sold-out signs. We also feature:

- 24-hour cancellation policy
- [The lowest price guarantee](#)
- Millions of customer reviews
- 24/7 multilingual customer care



Barcelona Hotels Things to Do Restaurants Flights Vacation Rentals Shopping Vacation Packages Cruises Rental Cars ...

Europe > Spain > Catalonia > Province of Barcelona > Barcelona > Things to Do in Barcelona

Things to Do in Barcelona, Spain - Barcelona Attractions

Creative Cloud for teams **Mejora tu negocio a través del diseño.** Planes desde 2999 € al mes (IVA no incluido). [Compra ahora](#)

## Things to Do in Barcelona

**COVID-19 Update:** To limit the spread of the coronavirus, attractions may be closed or have partial closures. Please consult government travel advisories before booking. More information can be found [here](#).

All Things to Do Tours Day Trips Outdoor Activities Attractions Concerts & Shows Food & Drink More ▾

View map

### Browse by Category



Tours & Sightseeing



Food & Drink



Day Trips



Shopping




Attraction Tickets





Fun & Games







🌐
Help
Diane 



🔗 Share
❤ Save

## Cooking

### Learn my old family Jordanian dishes

Amman, Jordan

5.0 ★ (9)

🕒

Duration  
3 hours

👥

Group size  
Up to 6 people


🍴

Cuisine  
Middle Eastern

🗣️

Hosted in  
English

COOKING
CLASS
HOUSE


Learn my old family Jordanian dishes 5.0★ (9)

From €62/person

See dates

⚠️ Paused through May 28. To protect the health of our community, Airbnb Experiences in many regions are paused due to COVID-19. Visit the Help Center for the latest updates before you book.





## Encourage cross-marketing between offers





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## Be part of something bigger than yourself





## Learn more about worldwide artisans

Each ÉCONOMUSÉE is carefully concocted to make your visit memorable. Whether it's outside on the porch, inside the front doors, or woven through the garden, the RECEPTION area is where you meet the artisan or one of their helpers, and get oriented to their trade and to the working studio you're about to explore.

### SORT ARTISANS BY

Alphabetical order  Destination



#### ARAN ISLANDS GOATS CHEESE ÉCONOMUSÉE@

Fisherman turned farmer-cheesemaker Gabriel Faherty lives on beautiful Inis Mór, the largest of the Aran Islands. Along with his wife Orta and their four children, Gabriel makes delicious Aran Islands Goats Cheese and runs a small farm as well as a farm shop, a petting farm, a tearoom and island bus tours.



#### ARVEN ÉCONOMUSÉE@

The silverfactory has for nearly 150 years had its production in the center of Bergen, and for the first time in history, we now open the doors of this traditional workshop to the public.



#### AUDREY KYLE ART ÉCONOMUSÉE

Audrey Kyle Art Économusée is located on a small working farm in Islandmagee, situated on the edge of the Gobbins cliffs, with a breath-taking view across the Irish sea to the western isles of Scotland.

An ÉCONOMUSÉE@ showcases traditional trades and know-how to the public.

Aiming to be completely economically independent through its business operations





**Be part of something bigger than yourself**



WORLD REGION OF GASTRONOMY



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*\*IGCAT is a non-profit institute established in 2012, working with **regional stakeholder consortiums** in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide **network of experts** and works in partnership with specialised intergovernmental organisations.*