



Challenges	Opportunities	<h1>CROSSDEV</h1> <p>Cultural Routes for Sustainable Social and Economic Development in Mediterranean</p>
Sustainability	  <p>ICR</p>	

Challenges and opportunities for sustainable tourism post-Covid 19  
Ms. Diane Dodd, PhD – [d.dodd@igcat.org](mailto:d.dodd@igcat.org)



## STRATEGY – post CV (tourism predictions)

2020-2021 Tourism of proximity (less clients, longer stays, less movement)

2021-2024 Lesser-known regions start to provide safe havens for more adventurous creative, cultural, nature and food loving travelers. (20-60)

2023-2030 Steady increase in international travel, people continue to seek remote and safe destinations. Cultural, nature, food and wine visitor demographic will increase.

2025-2035 International tourism levels will be the same or exceed current levels



## STRATEGY – post CV (predictions)

What will people be looking for?

**Quality (accredited) and safe** – people follow labels that give them assurances especially about about personal, health and hygiene safety. Healthy local food will be important.

Apartments > hotels

Small hotels > big hotels

Rural > city

Long-stay > short stay

Less travel risks > more travel risks



## STRATEGY – post CV (predictions)

What will people be looking for?

Not the same people as older generations will be slower to return to long-haul travel

Younger generations = **Sustainable | Responsible | Globally compassionate**

- They want to help/support/get involved with local communities.
- They will prefer restaurants/hotels with a story of solidarity.

They spend more on participatory experiences than on accommodation

- They demand exceptional, unique, surprising, multi-sensorial experiences (i.e. Foodie's demand exceptionally high food standards and experiences of a life-time).

And, they will now need that in small groups!



## STRATEGY – what should we be doing...?

We should be building...

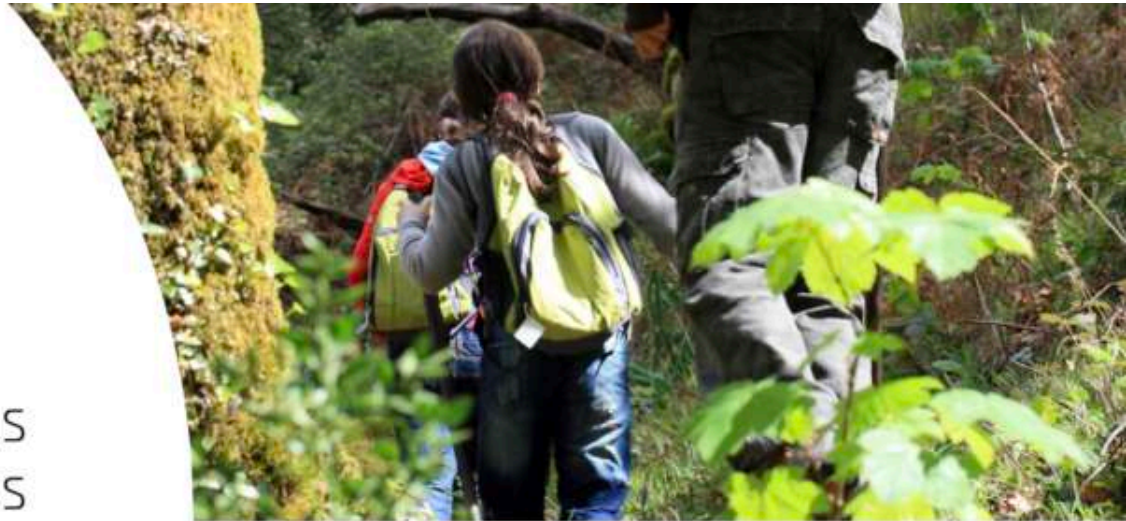
- **local connections** opportunities to buy/sell local products  
Follow-up seminar 28 May on **Driving Innovations in Creative Gifts and products – strategies and training for trainers**
- **new participatory experiences** (based on academic, historical consensus around our local, food, nature, cultural assets)  
Follow-up seminar 25 May on **Building new sustainable tourism offers – strategies and training for trainers**
- **assurances** (validated by independent and external accreditation)



## STRATEGY – what should we be doing...?

We should be building...

- **build pride** in local citizens (recognizing uniqueness, traditions, history, knowledge)
- **assurances** (validated by independent and external accreditation)
- **international visibility** through cross-marketing with international partners and sharing of stories



Cross-sectorial innovations  
and solutions

IGCAT

INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM



WORLD REGION OF GASTRONOMY

Exciting regional developments are happening when there is a convergence between **tourism, culture, arts and gastronomy.**

Extend this to **agriculture, health, education and economic** sectors, we can find solutions to many of our regions current challenges.

# BUILDING PRIDE IS ALL ABOUT INCLUSION

## Link stakeholders from different sectors:

A strong management group of umbrella bodies to work together

Public, private, third sector and knowledge institutions and with different sectors represented.

- shared coordinator (shared leadership)
- regular meetings (to keep engagement)
- shared ownership (protocol)

Bonded by a long-term vision for the region that everyone shares.

Bid books....for the Award.  
Food Charter



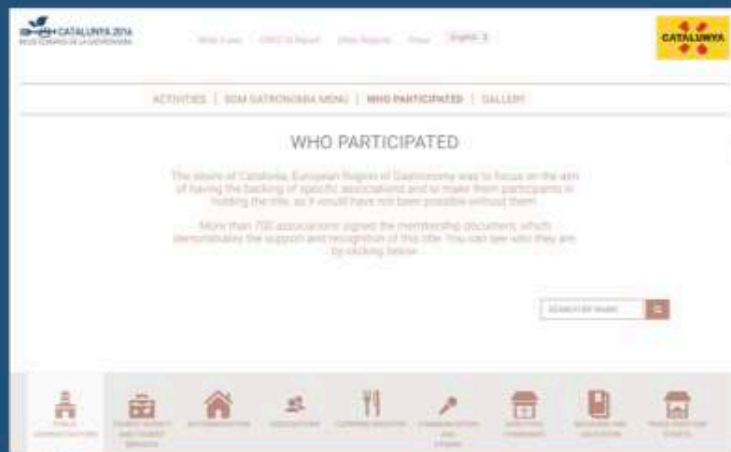
## COMMUNITY ENGAGEMENT

Awarded Regions of Gastronomy have raised outstanding local community engagement with producers, retailers, service industry businesses, and citizens signing up in order to promote local gastronomy and give the Award visibility across the region.



# CROSS-SECTORAL COLLABORATION

The Region of Gastronomy Award is an ideal forum for private, public, academic and third-sector collaborations that can bring about shared solutions. Everyone benefits by taking part and therefore we have witnessed a huge buy-in from many different stakeholders in the regions.



<http://www.somgastronomia.cat/en/>

## 2.3. Classification of affiliates

Requests for affiliation continued to arrive until the official closing date of the project on 24 April 2017. The latest figure is 696 affiliates, listed on the website [www.somgastronomia.cat](http://www.somgastronomia.cat) in the following categories:

- Public administration
- Travel agencies and tourism services
- Accommodation
- Associations
- Restaurants
- Communication and other
- Agri-food companies
- Museums and education
- Fairs and special events

The number of affiliates to the European Region of Gastronomy project in each category was as follows:

- Public administration: 114
- Travel agencies and tourism services: 41
- Accommodation: 52
- Associations: 102
- Restaurants: 151
- Communication and other: 10
- Agri-food companies: 187
- Museums and education: 27
- Fairs and special events: 11

In Catalonia, European Region of Gastronomy awarded 2016 over 800 public, private, third sector and academic institutions have signed-up to be part of the Regional Stakeholder Group and support the principles that the Award is focused on.

CREG'16 Report -

[http://www.somgastronomia.cat/wp-content/uploads/pdf/informe\\_2016\\_20.pdf](http://www.somgastronomia.cat/wp-content/uploads/pdf/informe_2016_20.pdf)



Stronger alliances  
between sectors

**Organise:**

Meetings

Competitions

Awards

Examples of cross-collaboration for moving out of  
Covid-19

**Hotels** - remove the breakfast buffet! Think about  
the food waste. Limited menú featuring high  
quality traditional local food

**Restaurants** - work with designers, artists to re-  
design spaces to avoid contact (booth concept)

**Cultural spaces** (museums, heritage sites) and/or  
**natural landscapes** used as pop-up spaces for  
restaurants

**Farms** provide outdoor educational spaces



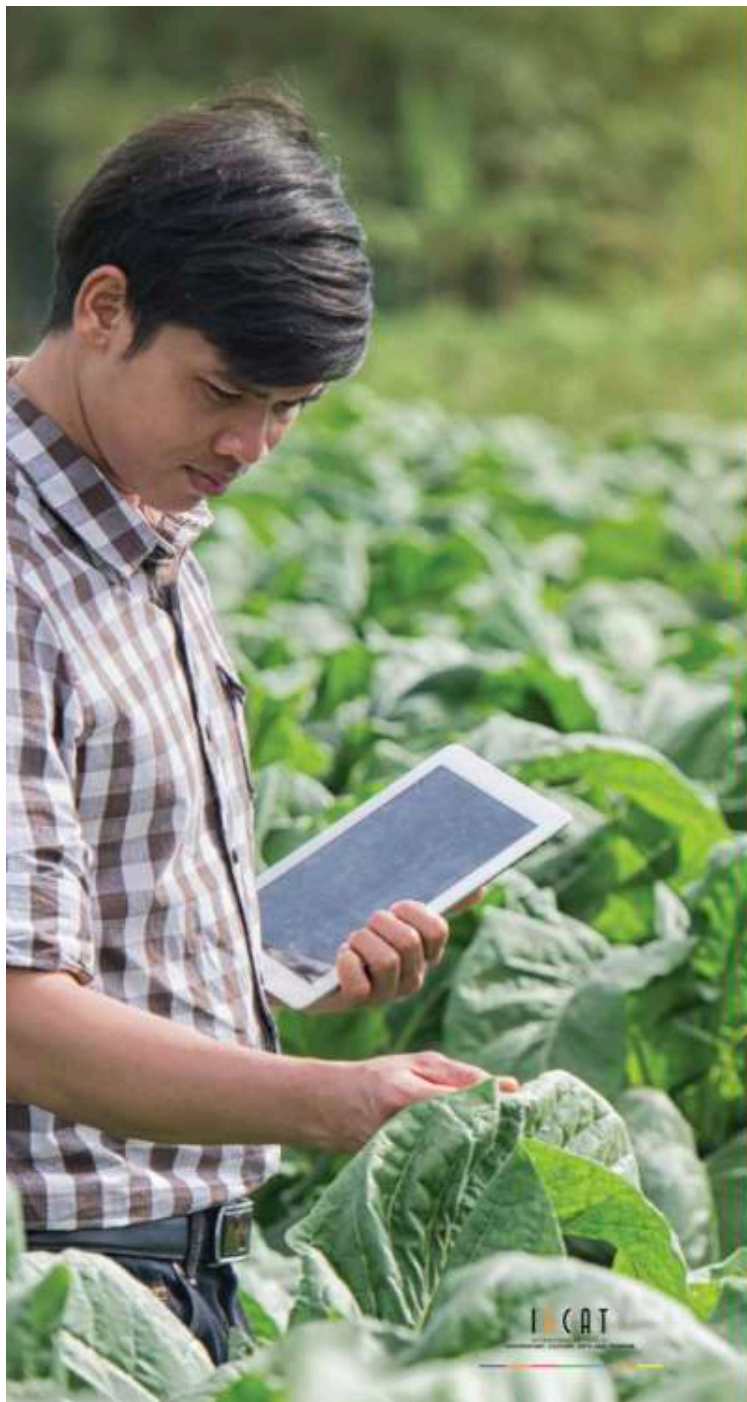
## Building Pride Citizen Engagement

- a. Instil **pride** in cultural diversity and food traditions through events and activities to celebrate **regional uniqueness**.
- a. Draw up long-term development plans that consider preventative measures to **avoid the loss of local plant and animal varieties, loss of traditional food knowledge and loss of crafts, customs or traditions**

 AARHUS / CENTRAL  
DENMARK REGION 2017  
EUROPEAN REGION OF GASTRONOMY

<https://www.youtube.com/watch?v=Dry3RtzTLQ0>

*Catastrophic meal*  
*A collaboration between theatre students,*  
*hospitality students and top chefs*



## INNOVATION, CREATIVITY AND JOB OPPORTUNITIES

- a. Connect **story-tellers**, creative designers with hospitality and agricultural industries
- b. Explore sustainable packaging, cross-marketing and export of local producers' products and services.
- c. Develop and use **digital tools** such as apps and online platforms that facilitate the promotion and valorisation of the region.



### *Welcome to the Farm*

- 200 farmers
- 200 restaurants
- 220 accommodation facilities
- 170 ancillary businesses/activities
- **Visitors: over 21.000 (+45% increase)**



## EDUCATING FOR OUR FUTURE

- a. Increase access to creative subjects, gardening and cookery both in and outside of school
- b. Raise awareness and pride in hospitality schools about the region's cultural and food uniqueness.
- c. Make steps to ensure where possible that public procurement procedures prioritize healthy options (including locally sourced and natural foods).

 **SOUTH AEGEAN 2019**  
EUROPEAN REGION OF GASTRONOMY

<https://www.youtube.com/watch?v=JwGdf9Rulso>



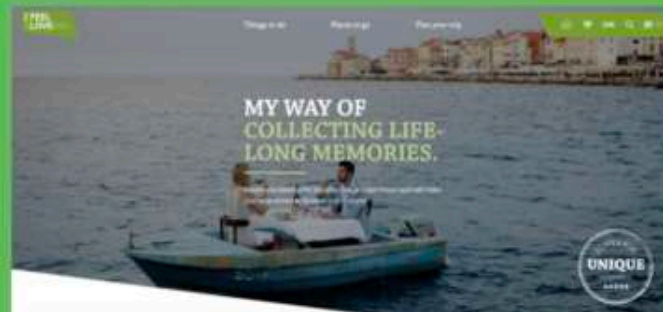


## BALANCED AND SUSTAINABLE TOURISM

- a. Promote opportunities for the emergence of **quality and creative food experiences** devoted to surprise visitors.
- b. Consider long-term policies to rebalance tourism objectives to meet **quality rather than quantity** targets.
- c. Increase the **sale and export of local food gifts** by encouraging innovative and locally designed products such as kitchenware, ceramics and recipe books.

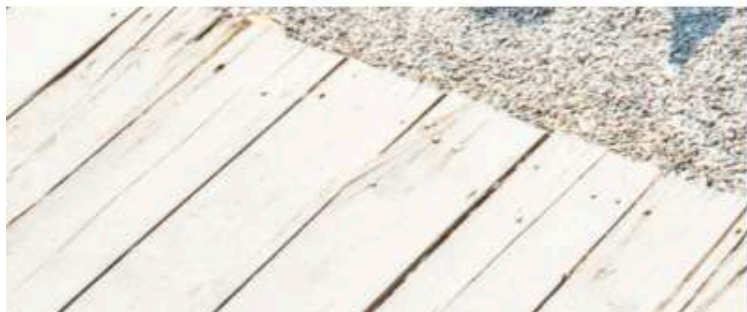


<https://www.slovenia.info/en/slovenia-unique-experiences>





 **KUOPIO REGION 2020-2021**  
EUROPEAN REGION OF GASTRONOMY



## LINKING URBAN AND RURAL

- Provide opportunities for urban gardening programmes and/or collection points for local food from the region.
- Facilitate digital tools to ensure citizens can buy produce and craft direct.





# WELL-BEING AND HEALTHIER LIVING

- a. Encourage well-being related practices and promote investigation into traditional cures and remedies, based on local plants, rituals and nature walks.





# COLLABORATION PROGRAMMES:

The Region of Gastronomy Platform is an umbrella project for many different initiatives.

New regions are welcome to join existing projects and are encouraged to elaborate new ones.

Four joint projects have found great success already.

## YOUNG CHEF AWARD

Promote local food products

Encourage innovation of traditional recipes

Create chef ambassadors

## TOP VISITOR EXPERIENCE

Increase quality visitor food experiences;

Give international visibility to niche food tourism experiences;

Reward sustainable initiatives

## LOCAL FOOD GIFT CHALLENGE

Support small and medium sized producers

Promote the region and its food stories

Improve quality local food and crafts products

## FOOD FILM MENU

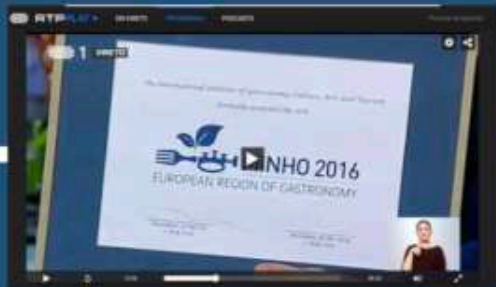
International visibility

Recognition as a Region of Gastronomy

Promote local food and craft products

Create film director ambassadors

# Featured on prime-time national television/radio programmes ...



RTP1 - Portugal - 21/03/2016



De luni, Sibiu a devenit oficial regiune gastronomică europeană, iar evenimentul a fost sărbătorit la înălțime, la 2000 de metri altitudine.

ProTv - Romania - 12/02/2019



TVI - Portugal - 02/05/2019



RTÉ - Ireland - 16/05/2018



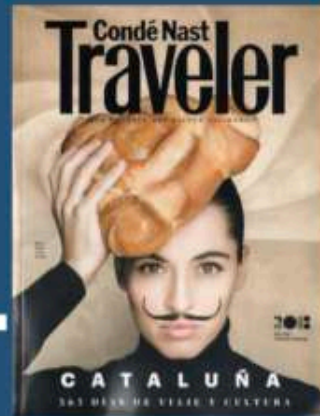
RTP1 - Portugal - 11/12/2018



TVI - Portugal - 04/05/2019

... and in international travel magazines and tourism guides.

[nationalgeographic.co.uk](http://nationalgeographic.co.uk) - 23/12/2018



Condé Nast Traveler - n°84, 2018



[lonelyplanet.com](http://lonelyplanet.com) - 4/10/2016



[nationalgeographic.co.uk](http://nationalgeographic.co.uk) - 08/04/2019



Epicure - July 2018



[lonelyplanet.com](http://lonelyplanet.com) - 05/2016

# INTERNATIONAL VISIBILITY



YOUNG CHEF AWARD

The Regions of Gastronomy Platform fosters the development of strategies designed to increase the regions' visibility both locally and internationally.



Cross-marketing amongst the regions in the Platform, coupled with shared international visibility by holding the Award, provides the regions with increased prestige. Joint projects and Awards organised by IGCAT within the region's continent improve competitiveness and further opportunities for international visibility.





# LEGACY

## Attracting money and investments



Galway's BIA Innovator Campus for food startups will open its doors in 2020

The State-supported project was first mooted two years ago.

**GALWAYDAILY**

HOME NEWS SPORT COURTS BUSINESS WEATHER LIFE & LOCAL

**Multi-million funding announced for Athenry food innovation hub**

The groundbreaking BIA Innovator food and drink research campus in Athenry has been awarded €2.5 million in funding.

**CONNACHT TRIBUNE**

NEWS SPORT LIFE ENTERTAINMENT BUSINESS PROPERTY

**€4m food innovation campus gets planning approval**

Planning permission for a €4 million food and innovation campus in Athenry was approved last week.

A €4 million project, BIA Food Innovator Campus will open in Galway-West of Ireland 2020 and "is predicted to create at least 360 jobs in over 40 businesses in the food and drinks industry, injecting over €11.5m in payroll in the region and facilitating the development of 500 new products across the West of Ireland." (Connacht Tribune, <https://connachttribune.ie/e4m-food-innovation-campus-gets-planning-approval-911/>)



# LEGACY

## Attracting money and investments



Thanks to the involvement of private sponsors, Sibiu, European Region of Gastronomy awarded 2019 was able to raise a

programme budget of

8 million euros.



Becoming a  
WORLD REGION OF GASTRONOMY  
is just the beginning of a journey to:

- Involve everyone and build regional pride
- Create a sustainable future
- Provide credibility by obtaining the Award
- Innovate for new and unique opportunities
- Raise positive national and international visibility
- Attract investments



# IGCAT

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[igcat.org](http://igcat.org) | [d.dodd@igcat.org](mailto:d.dodd@igcat.org)

*\*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.*