

World Tourism Organization



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Global Report on Food Tourism

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Global Report on Food Tourism

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Foreword

Taleb Rifai,
Secretary-General,
World Tourism Organization (UNWTO)

For many of the world's billions of tourists, returning to familiar destinations to enjoy tried and tested recipes, or traveling further afield in search of new and special cuisine, gastronomy has become a central part of the tourism experience.

Against this background, food tourism has gained increasing attention over the past years. Tourists are attracted to local produce and many destinations are centering their product development and marketing accordingly. With food so deeply connected to its origin, this focus allows destinations to market themselves as truly unique, appealing to those travelers who look to feel part of their destination through its flavours.

This is especially important for rural communities, many of which have struggled in the face of rapid urbanization and shifts away from traditional economic sectors. With their proximity to food-producing lands, rural communities often enjoy a comparative advantage when it comes to serving up traditional fare. Tourism, particularly food tourism, allows these communities to generate income and employment opportunities locally, providing jobs for vineyard tour guides or local chefs, while fuelling other sectors of the local economy such as agriculture.

The Global Report on Food Tourism, the latest in the UNWTO Affiliate Members' series of in-depth reports, takes a closer look at the links between tourism and food, highlighting the importance of this industry to the tourism sector and economies worldwide. Bringing together experiences from some of the world's top tourism destinations, as well as from food tourism experts, the report offers important insight and recommendations into this growing segment of tourism.

I would like to thank all those Member States, Affiliate Members and other organizations who have contributed to this report. I trust it will serve as a delicious appetizer to the improved knowledge and continued development of food tourism.

UNWTO Secretary-General, **Taleb Rifai**



Introduction

UNWTO Affiliate Members Programme

In recent years, Food Tourism has grown considerably and has become one of the most dynamic and creative segments of tourism. Both destinations and tourism companies are aware of the importance of gastronomy in order to diversify tourism and stimulate local, regional and national economic development. Furthermore, Food Tourism includes in its discourse ethical and sustainable values based on the territory, the landscape, the sea, local culture, local products, authenticity, which is something it has in common with current trends of cultural consumption.

This new volume of the “AM Reports” series, “Global Report on Food Tourism”, is an initiative of the Affiliate Members of the World Tourism Organization (UNWTO), and was produced with the support of Member States, Affiliate Members, the Silk Road Programme, and leading professionals in the field of tourism and gastronomy.

In this Report, we have attempted to carry out an analysis of the current situation of Food Tourism, through a survey of the UNWTO Affiliate Members, and the input of tourism and gastronomy professionals with extensive experience in international organizations, in destination management, tourism enterprises, and in the field of training.

The aim was to try to obtain a series of conclusions regarding some of the initiatives that are going on worldwide in Food Tourism for possible inclusion in the strategic reflection process being carried out by both the public sector and businesses about policies for development and promotion in this field.

To this end, the first block of the report discusses the importance of gastronomy in the development of tourism destinations in the world and reviews the global trends in Food Tourism. It also reports on the results of the survey to which UNWTO Affiliate Members have responded on the current situation of Gastronomic Tourism.

The second part of the report presents case studies of Food Tourism. First, it presents international initiatives such as Eurotoques, an organization of chefs that includes more than 3,500 restaurateurs from 18 countries; the study carried out by the OECD on “Food and the Tourism Experience”; and the Slow Food movement, which was founded in 1986 and is present in more than 122 countries.

Also presented are the experiences in this field by local, regional and national tourism destinations, such as Brazil, Egypt, Georgia, Kazakhstan, Korea, Uzbekistan and Moscow.

It also includes the experience of business organizations in the field of Food Tourism such as Saborea España / Tasting Spain, the first public-private platform for the management and promotion of Food Tourism of Spain; the Portuguese Institute for Tourism Planning and Development (IPDT); the Hotel and Gastronomy Business Federation of Argentina (FEHGRA); Relais & Chateaux, an exclusive collection of 475 charming hotels and gourmet restaurants in 55 countries; and the Association of Greek Tourism Enterprises (SETE) .

And finally, the report includes the reflections of educational institutions, such as the Basque Culinary Centre in San Sebastian, the National Confederation of Trade in Goods, Services and Tourism of Brazil (CNC-SENAC) and the Ecole Hôtelière de Lausanne, on their vision and the role of human resources training in the development of Food Tourism.

Gastronomy's importance in the development of tourism destinations in the world

Carmina Fandos Herrera,

Senior Lecturer in Marketing, Universidad de Zaragoza

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Director of the UNWTO Affiliate Members Programme

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PhD Student in Marketing, Universidad de Zaragoza



How can we define gastronomic tourism?

Today, travellers are more experienced, have more disposable income and more leisure time to travel, and thus tourism allows them to escape the daily routine of their usual environment and immerse themselves in a world of freedom and novelty. Thus, more and more tourists in the world are looking for concrete learning experiences, and in this endeavour the gastronomic experience, in highly diverse ways, is playing an increasingly prominent part.

Current research in gastronomic tourism is scarce and is mainly focused on wine, and “oenotourists” are not necessarily the same individuals who engage in other, non-oenological gastronomic activities.

Gastronomic tourism is an emerging phenomenon that is being developed as a new tourism product due, inter alia, to the fact that according to the specialized literature (among others, Quan and Wang, 2004) over a third of tourist spending is devoted to food. Therefore, **the cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience.**

One of the most utilized definitions of gastronomic tourism used in the literature is that proposed by Hall and Sharples (2003), according to which food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food. In addition, this experiential journey is related to a particular lifestyle that includes experimentation, learning from different cultures, the acquisition of knowledge and understanding of the qualities or attributes related to tourism products, as well as culinary specialities produced in that region through its consumption. Thus, the experience of gastronomic tourism is considered as such, provided that everything mentioned above constitutes the main reason or motivation to travel for visitors to a particular destination or at least one significant reason.

But even without gastronomy being the main motivation for choosing a destination, the fact is that it is increasingly

occupying a substantial role as a secondary or partial motivation of tourists in the world (according to recent research, eating in restaurants is the second favourite activity of foreigners visiting the United States and is the number one leisure activity for U.S. travellers when they visit other countries).

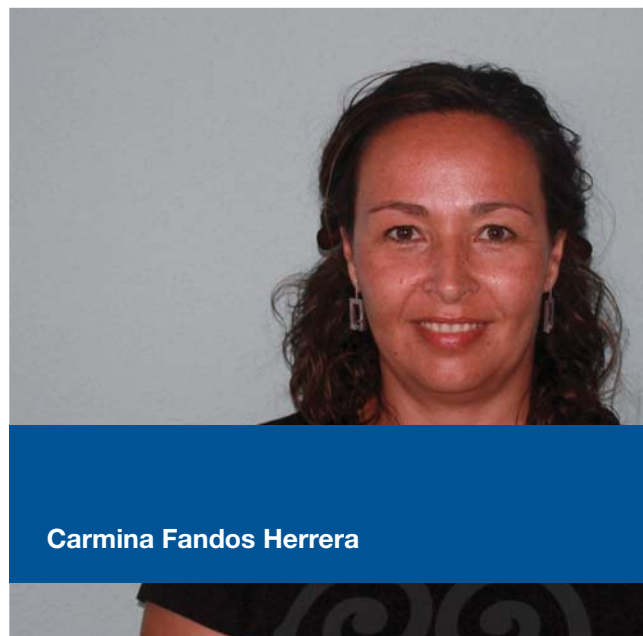
And these tourists should not necessarily be classified outside the scope of the product “gastronomic tourism”, which thus acquires a definition that is more flexible and adaptable to tourism-motivation dynamics that are increasingly plural and complex. Thus, we can take a step further and say that **gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy.**

Gastronomic tourism comprises many different subtypes if we look through the prism of the food or dish in question. Thus we have, for example, offerings related to food products such as oil, ham, cheese, meat, fish, fruit, truffles or chocolate, or beverages such as wine, beer, whisky, cider, cognac, cava, horchata, sake, or tea.

Gastronomic routes are becoming without doubt one of the most developed products in this area. A gastronomic route is a system that constitutes a comprehensive and thematic tourism offering, generally branded, and is defined by one or more itineraries in a given geographic area (although in reality, gastronomy has no borders), with a series of tourism products or sites, such as factories and restaurants, which are listed in tourism guidebooks and which revolve around a specific food, product or dish, generally with differentiated quality, or gastronomic events or activities. The route also informs about other sites of historical interest, thus promoting economic development throughout the area. Therefore, the idea is to bring together different types of tourist attractions and to offer them in a conveniently packaged form so that tourists stay longer in the area than if only one kind of attraction is featured.

In our opinion, gastronomic routes will be successful if they manage to activate gastronomic heritage and convert it into food tourism as an attraction for tourists, while at the same time differentiating it from the competition as visitors look for variety, new sensations and authentic experiences. But, any creation or value proposition made to strengthen travel motivations centred on gastronomy should be underpinned by sustainability principles and practices and

organized around an effective system of public-private cooperation. Both approaches are inseparable and can provide benefits not only to direct providers, such as restaurants and food industries, but also other sectors indirectly related but linked to tourism, creating conditions for improving local employment and the promotion of new activities in zones of influence.



Gastronomic tourism, lifestyle and tourism motivations

Lifestyle is used in tourism to assess involvement in tourism experiences. Researchers have pointed out that culinary tourism is an authentic experience of a sophisticated lifestyle in a pleasant environment, associated with the good life and the economic well-being of consuming exclusive, high-quality locally grown products.

Tourist motivations constitute a key concept for the design and creation of products and services that add value for tourists. Motivations are related to consumer satisfaction and are considered a key component in understanding the decision-making process of visitors. Thus, several authors argue that motivation can be influenced by physical or physiological needs (sensory perception and hedonism) security, cultural and social needs, the need to belong or interpersonal needs, the need for prestige (local delicacies), status or self-realization. In addition,

the literature posits two dimensions for motivation: the hedonistic, with regard to aesthetic products, and the utilitarian or rational.

There is broad consensus in the literature that classifies tourist motivations as either internal stimuli or “push”, or external stimuli or “pull”. The former are considered from the perspective of demand, and they lead the tourist to travel to gastronomic tourism destinations that often include desires as well as psychological, social and ego-centric needs such as escapism from the daily routine, relaxing with family, rest, exploration and social interaction and affective or emotional bonding. The resources considered pull factors are cultural and natural attractions, special events and festivals, experiences with food products in the destinations and other opportunities for leisure and entertainment, value, friendliness of residents, gastronomic diversity and variety, attributes or characteristics of the destination such as proximity, etc.

...the cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience.



Javier Blanco Herranz

Tourism destination image and the gastronomic tourism experience

Several studies have found that tourists travel to those destinations that have established a reputation as a place to experiment with quality local products.

In the tourism world there are influential destinations whose brand image is connected, with varying levels of intensity, to gastronomic values. By way of example, it is possible to give a non-exhaustive list that includes, among others, Spain, France, Italy, Greece, Belgium, Portugal, USA (especially in areas such as California's Napa and Sonoma Valleys), Brazil, Peru, Mexico, New Zealand, South Africa, Australia, Chile, Malaysia, Japan, Indonesia, Bali, China or Singapore. It is significant, for example, that the Mediterranean diet of Spain, Greece, Italy and Morocco was included in UNESCO's list of Intangible Cultural Heritage of Humanity in November 2010.

As for the gastronomic tourism experience, it can be defined as the evaluation carried out by the tourist on a number of attributes (attractiveness of the food and environment, quality of service), after a stay in a tourist destination where the tourist engaged in an activity related to gastronomy. The tourist's perceived value of a particular destination or establishment is therefore multidimensional.

Post-experience satisfaction is a critical indicator for assessing the effectiveness or performance of the products and services of the destination. The tourist's satisfaction with the purchase depends on the product's performance in relation to the tourist's expectations.

It should be kept in mind that different cultures have different perceptions of satisfaction and evaluation of gastronomy and that high quality of service can result in dissatisfaction among consumers if their expectations had been too high, for example, due to exaggerated advertising.

Satisfaction with the destination leads to customer loyalty and this in turn gives a higher level of intention to repeat the visit. Quality gastronomy is a decisive factor in satisfaction, as it produces a lasting memory about the experience lived by the tourist. Thus, depending on the expectations held by the consumer as to the

gastronomy of the destination, such expectations predict their levels of loyalty or fidelity, leading to repeat purchase behaviour. Here is where success lies: having tourists revisit the destination due to its gastronomy. The festive atmosphere, relaxation and fun experienced by the tourist during a gastronomic route, and the social interaction with people of similar interests create associations in the tourist's mind linked to the good times experienced by the visitor.

To recap, gastronomic tourism is a local phenomenon of universal scope that is in a clear growth phase; it has a positive impact on the economy, employment and local heritage, as tourists seek to get to know not only the local food but also to know its origin and production processes, making it an expression of cultural tourism; it has great potential for expansion as a main motivation for tourism trips and although this type of tourism is still practised by a minority of tourists, the fact is that it is attracting a very select type of tourist with a high volume of expenditure on very high-quality products, and lastly, the development of gastronomic tourism contributes to improving the general perception of the destination.

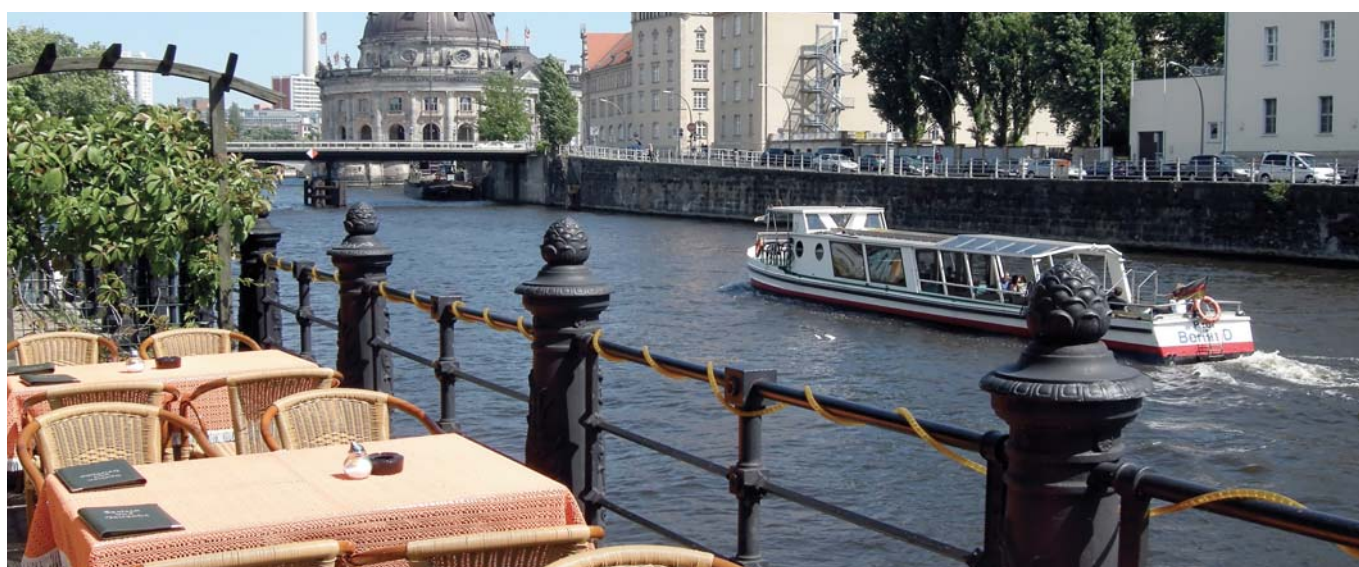
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José Mª Puyuelo Arilla

1 QUAN, S. & WANG, N. 2004, "Towards a structural model of the tourist experience: An illustration from food experiences in tourism" *Tourism management*, vol. 25, no. 3, pp. 297-305.

2 HALL, C.M. & SHARPLES, L. (2003). "The consumption of experiences or the experience of consumption? An introduction to the tourism of taste" in *Food tourism around the world*. Elsevier Butterworth-Heinemann, Oxford, pp. 1-24.



Global trends in food tourism

Iñaki Gaztelumendi,
Consultant on food tourism



“A people that does not drink its wine and eat its cheese has a serious identity problem.”

-Manuel Vázquez Montalbán, writer

The development of tourism today is paradoxical. It simultaneously generates processes of globalization and enhanced appreciation of local resources. Tourism destinations, obliged to maintain increasingly intense competitiveness and engaged in a constant struggle to retain some of their market, face an increasingly dynamic and sophisticated environment. **The world is increasingly open; however, tourists seek experiences based on local identity and culture.**

In recent years gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory. Gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience...

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

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.

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

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.

But what are food tourists like? 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. Such tourists have higher-than-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.

The territory is the backbone of gastronomic offerings. The terroir is an element that differentiates and is the source local identity. It encompasses environmental and landscape values, history, culture, traditions, the countryside, the sea, the own cuisine of the place. In this regard, **the conversion of the territory into a culinary landscape is one of the challenges of tourism destinations.**

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.

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.

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.

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. 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.

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.

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 (the tourist becomes inspired, gathers information, compares, purchases), and the experience ends when the traveller assesses and shares his experiences through social networks. 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 in the image building of a destination. And destinations must be present in all channels and all parts of this process.

Cooperation. It is necessary for the actors operating in the destination (producers, farmers, ranchers, fishermen, chefs, restaurateurs, public administrations, hoteliers, etc.) to be involved in the definition and management of food tourism product offerings.



What our Members say



With a view to the publication of the Global Report on Food Tourism, a survey was conducted among the UNWTO Affiliate Members in order to know their opinion about the current situation of Food Tourism. Responses from Affiliate Members, working in diverse sectors around the world, were received in this regard.

Strategy

According to the results this survey, 88.2% of respondents consider that gastronomy is a strategic element in defining the brand and image of their destination. Only 11.8% were of the opinion that gastronomy plays a minor role.

“gastronomy is a strategic element in defining the brand and image of their destination”

However, a smaller percentage of respondents believe that their country has its own gastronomic brand: only 67.6% responded in the affirmative. In fact, a considerable percentage (32.3%) believe that their country has not structured its own brand of gastronomy, meaning that, in general, destinations still have some ways to go in terms of their strategic reflection on gastronomic tourism.

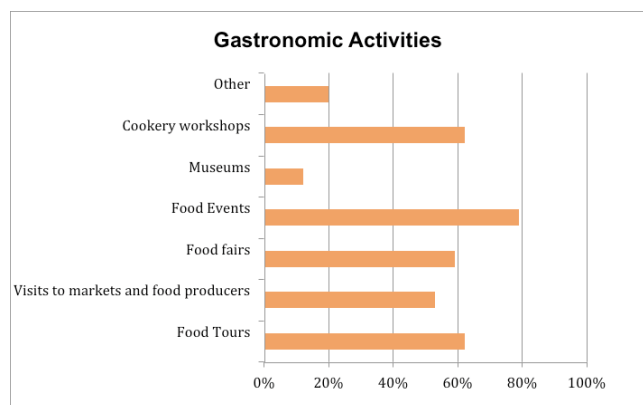
Gastronomic Culture

Among the elements of the gastronomic culture of the destination which they consider should be featured in promotional campaigns today, most respondents cite the quality, variety and regional diversity of foods, notably, olive oil, wine, spices, fish and seafood, rice, vegetables, meat, etc. As added value they lean towards broader concepts such as the Mediterranean diet, included on the UNESCO World Heritage list, healthy cooking, sustainability, or multiculturalism. They also point to the importance of restaurant offerings with a strong local basis (Mediterranean, oriental, ethnic, etc.) that combine tradition and innovation, and the role of international cuisine.

Tourism Products

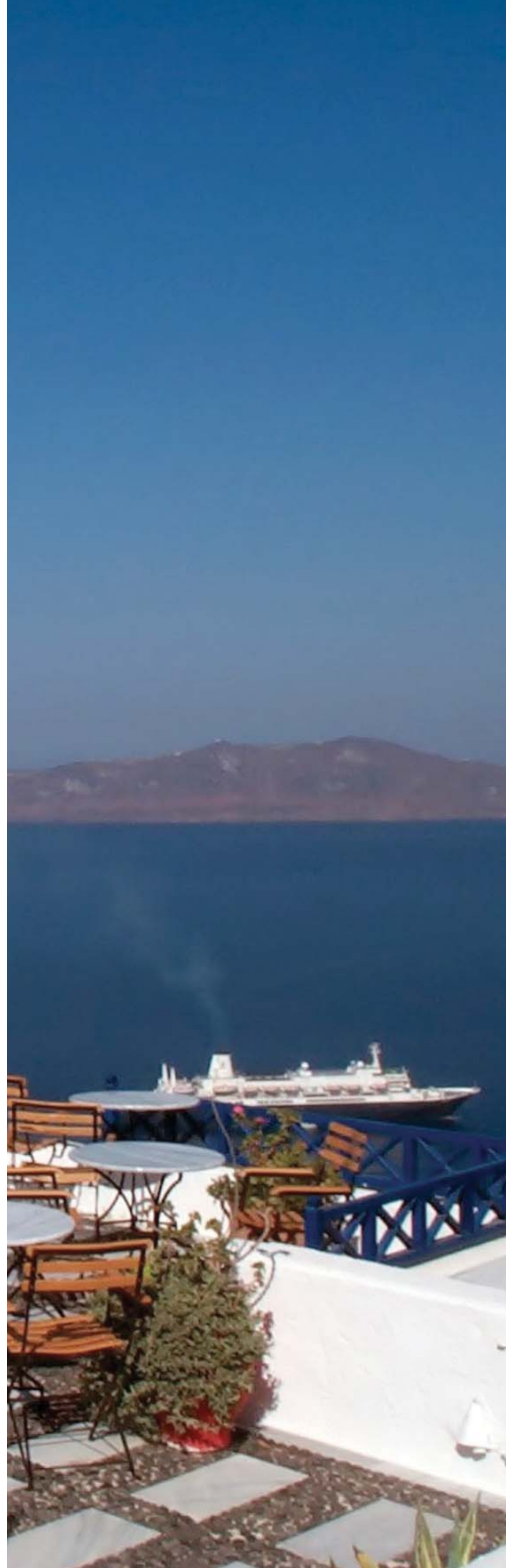
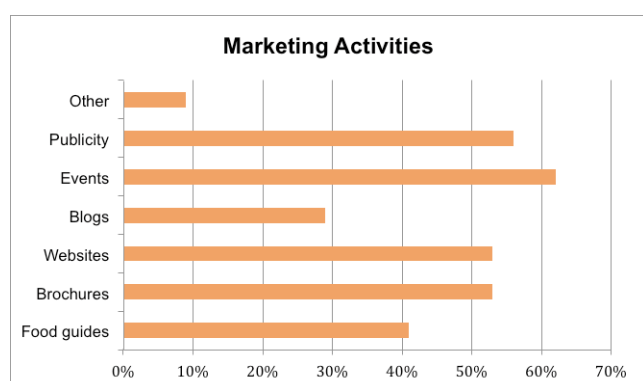
As for gastronomic tourism products that exist in their destination, the organizations consulted underlined in the first place the importance of food events (expressed by 79% of

respondents). This is followed by gastronomic routes and cooking classes and workshops, with 62% answering affirmatively, food fairs featuring local products (59%) and visits to markets and producers (53%). Having less weight among gastronomic tourism product offerings are museums (cited by only 12% of respondents), and presentations with 6% of positive answers.



Marketing and Promotion

68% of the organizations consulted carry out marketing activities or promotion based on Food Tourism. The marketing and promotional tools most used by these entities are: organizing events (91%), producing brochures and advertising (82%) and dedicated websites on food tourism (78%). At a lower level are promotional tools such as tourism guides (61%), blogs (43%), and familiarization trips for journalists and tour operators (13%). And lastly, only 4% of the organizations surveyed said they used social networks for the promotion of food tourism.



Markets

Currently food tourism is still a regional phenomenon. According to the results of the survey, the marketing of gastronomic tourism products gives top priority to the regional market. At a second level are the local and national markets. And in last place is the international market.

Cooperation

Asked about the existence at their destination of collaboration between the tourism sector and local gastronomy actors (producers, restaurants, markets, etc.), the general opinion is that there is cooperation on concrete marketing actions, in particular, with local restaurants, but there are currently no stable instruments of cooperation for the development and promotion of food tourism. In fact, 37.5% of respondents recognize that collaboration does not exist or is not very significant.

“we need to create stable instruments of cooperation for the development and promotion of food tourism”

Economic Impact

Finally, the survey asked respondents for an estimate of the economic impact of food tourism on their destination. In general, most of the organizations surveyed indicated that there is still no systematic analysis of the economic impact of food tourism. However, they consider that the weight of gastronomy in tourism revenue in destinations is very significant, at around 30%, and that destinations have a large margin to work with in this respect.

Principal Recommendations

From the results of the survey it is possible to draw a set of general recommendations for tourism destinations in relation to the definition of development policies and promotion of food tourism.

First, traditional strategies in the development of food tourism must give way to strategic tools to articulate the quality, variety and uniqueness of local products and gastronomy of a territory. These offerings, presented with authenticity and as experiences to be lived, must be based on the values of cultural identity, sustainability, the quality of tourism products and services, and consumer protection. Also, in a highly competitive situation like the



current one, market knowledge should be one of the pillars of a successful and efficient strategy.

Therefore, the creation of plans to establish development guidelines and create gastronomic tourism products is seen as a priority for destinations.

Second, in the field of marketing and promotion the experience of the Affiliate Members shows the importance of seizing the opportunity represented by gastronomy for the definition of a strategy to build the image and brand of destinations. Key factors in this regard are: bringing chefs on board as interpreters of the territory, the development of high-quality and credible promotional tools—such as

food guides—the organization of events, the media and use of the Internet and social networks.

Third, both in the conceptualization as well as in the development of product offerings and promotion, Affiliate Members agree on the importance of establishing cooperation instruments among all actors in the value chain of Food Tourism at the local level (producers, fishermen, markets, fish markets, restaurants, hotels, tour operators, public administrations, etc.).

Finally, the survey shows the need to promote knowledge and research on Food Tourism.

Many thanks to the following UNWTO Affiliate Members that participated in this survey:



And additionally the following partners:



Case Studies





International Initiatives

Euro-toques in Europe: 3500 artisan cooks in defence of “eating well”

Pedro Subijana,
President, Euro-Toques Spain



Euro-Toques is neither a promotion association nor a new union, but rather the guardian of authenticity and specificity, which are our best products.

Our goal is to give value to seasonal products and to defend regional artisan production.

Euro-Toques is recognized by the European Union as an organization that defends Quality Food. It forms part of the privileged network of contacts of the European Commission.

Euro-toques acts as a lobby group in European and national institutions. The organization focuses its activities on Food Law as well as on the new Common Agricultural Policy, the Common Fisheries Policy and DG SANCO activities.

Our bywords: Taste, Safety, Authenticity. And therefore: Act in order not to suffer.

The art of cooking should adapt itself to our times. Let us be creative, let us be open to neighbouring cultures, but let us preserve our beautiful regional traditions and adapt them to modern tastes.

These are the foundations of quality gastronomic tourism. We advocate a model based on the diversity of traditions and regions, quality products, products of the land and traditional recipes, which are the guarantee of the culinary heritage and continuity of local products. The products used in our kitchens are fresh and are prepared on the premises. Our work is based on seasonal products in order to respect the cycles of nature and ensure an authentic taste. And this respect for tradition is compatible with modernity: the pleasure and the art of living are passed on.

Moreover, we chefs play an important role in consumer protection and the preservation of knowledge of our territory. Not only do we help people eat well, but we also welcome visitors and advise them about our gastronomy, products, places...

Map of flavours

At present, one of the major projects of Euro-toques is the creation of a gastronomic map of Spain. A map in which typical local products are represented in each community, province, city and town; and if possible accompanied by recipes. Traditional recipes, and modern ones as well. Recipes that show that the identity of a land is also determined by its products, by the producers who cultivate them, and by the cooks who buy and transform them, thus disseminating a gastronomic culture.

The idea is to ultimately develop a collection of recipes that represent a distillation of local cuisines, thus highlighting the diversity of the different territories of Spain.

The project consists of putting together an anthology of the products and recipes of the various peoples of Spain, with the ultimate goal of producing a manual and a history of the different parts of our country that are named or are renowned for a product, a dish or an outstanding gastronomic activity.

Let us be creative, let us be open to neighbouring cultures, but let us preserve our beautiful regional traditions and adapt them to modern tastes.

Euro-toques is an international organization representing more than 3500 chefs and cooks from 18 countries. It was founded by Pierre Romeyer, Paul Bocuse, Juan Mari Arzak and Pedro Subijana, among other famous chefs, on 18 November 1986, in Brussels, at the urging of the European Commission President Jacques Delors.

The main objectives of Euro-toques are:

- ▶ To protect the quality and the flavour of food.
- ▶ To promote the good practices of artisan food producers.
- ▶ To protect the culinary heritage of Europe in all its diversity and with its different origins.
- ▶ To safeguard the healthiness of food products and encourage natural combinations.
- ▶ To demand proper labelling in order to provide consumers with clear information allowing them to make choices based on solid criteria.

euro-toques.org



Pedro Subijana

Food and the tourism experience

Greg Richards,
Tilburg University, Netherlands



Food and tourism play a major part in the contemporary experience economy. Food is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. The linkages between food and tourism also provide a platform for local economic development, and food experiences help to brand and market destinations, as well as supporting the local culture that is so attractive to tourists (Hjalager and Richards, 2002; OECD, 2009).

Food experiences have become more important in tourism as the 'Experience Economy' has developed. Pine and Gilmore (1999) argue that the consumer no longer pays for the basic service, but for the complete experience. In the case of food, people are willing to pay a premium for the added value offered by food experiences, which provide a gateway into local culture, creativity and landscapes. Tourist food experiences in particular are often contrasted with 'everyday' or basic eating, as people search for 'authenticity' and distinction in local food and gastronomy.

Food provides a basis for tourism experiences by:

- ▶ Linking culture and tourism
- ▶ Developing the meal experience
- ▶ Producing distinctive foods
- ▶ Developing the critical infrastructure for food production and consumption
- ▶ Supporting local culture

Food experiences can also stimulate local development, because food tourism is high yield tourism, that can extend the tourist season and diversify rural economies. Food experiences are labour intensive and create jobs while creating backward linkages that stimulate agriculture, and they generally do not require major new investment. Food can contribute to regional attractiveness, sustain the local environment and cultural heritage and strengthen local identities and sense of community.

Food and gastronomy can also in themselves be considered as creative industries, helping to stimulate innovation by involving the consumer in co-creation, stimulating links between global and local cultures (e.g. Fusion foods, foodways that link cultures) and creating narratives around food. In this sense, gastronomic tourism can be seen as a form of 'creative tourism' (Richards, 2011), which allows

tourists to develop their creativity through contact with local people and their creative lives. Major areas of innovation currently taking place around food, gastronomy and tourism include creative tourism experiences (such as cooking and food appreciation courses), food events, food trails, new cuisines (e.g. New Asian Cuisine in Singapore) and building narratives around food.

Food can also provide the basis of branding and marketing activities, including:

- ▶ Partnerships between food producers, restaurants and the tourism industry
- ▶ Setting standards for local foods
- ▶ Lifestyle positioning, emphasizing the attractiveness of lifestyles related to gastronomy
- ▶ Identifying niches
- ▶ Theming and packaging
- ▶ Developing specialty restaurants
- ▶ Communicating the national or regional brand through gastronomy (such as the Prove Portugal programme).

The numerous case studies in the OECD study indicate that the critical success factors for food experiences in tourism include

- ▶ Providing a good culinary offer at home, that stimulate appreciation of food and support gastronomy that is also attractive to visitors.
- ▶ Developing a network of good quality restaurants abroad that help to profile national and regional cuisine.
- ▶ Developing food and wine exportation.
- ▶ Education and training and attracting talent
- ▶ Positioning chefs in world rankings (for example 'Gastrostars' such as Ferran Adria)
- ▶ Linking food experiences to tourist needs
- ▶ Providing 'glocalised' foods that link to tourist needs as well as showcasing authentic local cuisine

The volume also identifies a number of policy implications for national and regional authorities:

- ▶ Ensure a solid base of local food culture
- ▶ Start from the basics (Quality, authenticity, locality)
- ▶ Build coalitions (Public, private partnership)
- ▶ Spread the message (Build the brand, communicate clearly)
- ▶ Develop a holistic approach (Tourism should be seen as one aspect of the entire food value network)

tilburguniversity.edu



Greg Richards

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FŌDA

Catherine Gazzoli,
Chief Executive Officer, Slow Food UK



The Old English word fōda is defined as “food, nourishment, fuel”. If it is thought of as a nourishing substance, taken into the body to sustain life, provide energy, and promote growth, then we’re on the way to healthy living. If however, it is thought of merely as fuel, to be consumed as quickly and as cheaply as possible, as it is so often these days, we’re heading in a dangerous, unsustainable direction; we’re heading towards monoculture of the lowest common denominator, leading to all manners of physical and social ills.

Thankfully, increasing numbers of people around the world are realizing the benefits of protecting food biodiversity and tradition, and the positive social impacts of developing culinary tourism.

The Slow Food Foundation for Biodiversity shares these aims. It protects the environment, defends food biodiversity, promotes sustainable agriculture, supports small-scale producers and values their traditional knowledge. It runs projects around the world, such as the Ark of Taste, an international catalogue of traditional products at risk of extinction; Forgotten Foods, saving original breeds, vegetable varieties, breads and cheeses; Earth Markets promoting regional producers in their local communities; A Thousand Gardens In Africa, creating food gardens in schools, villages and urban areas.

In Britain we recently presented Slow Food UK Week, featuring occasions such as Eating the Italian Way, a food art performance from the year 2062, a ground-breaking Canape Crawl, and the creation of a new ice cream flavour – Kentish Cob Nut.

The climax of the week was a form of Food Roulette, where members of the public spun our nine-foot, green and orange Forgotten Foods Wheel, featuring British foods that are largely unknown to the general public. Samples of each were placed in trays set in each section. Whatever you landed on was yours!

People tried Dove’s Farm Einkorn Flour, an ancient grain made into a dense, nutty bread, and quite rightly asked “Why have we heard of cous cous from Morocco, and quinoa from Peru, but not einkorn from Britain?”

There were also Three Little Pigs chorizo, made from big, black hairy Rare-Breed Berkshire Pigs, and Jersey Black

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Butter, a fruit based condiment that a Food Roulette winner said tasted like “Christmas in a Jar”. These and many other foods have been collected as Forgotten Foods, to safeguard them from floods of food mediocrity.

Another wonderful legacy of Slow Food UK Week is our Chef Alliance. Many of Britain’s best chefs are now actively championing small-scale producers and their top quality, local, sustainably produced food. The chefs have created special menus using seasonal Forgotten Foods, and helped people to discover food that really matters, and drink that quenches more than thirst.

Double Michelin-starred chef Marcus Wareing created a special menu for Slow Food UK Week using Forgotten Foods and heritage products such as Middle White pork served with pink fir apple potatoes. He also uses Colchester oysters and Herdwick sheep, and has recently added Joe Schneider’s Artisan Stilton to the cheeseboard. Including these foods on the menu, increases interest in these products and encourages patrons to seek them out on their own.

The chefs play a vital role in spreading awareness of quality produce threatened by the onslaught of industrial agriculture, environmental degradation, and market homogenization. They support artisan producers to revive and even rediscover traditional techniques.



Slow Food UK also has a retail partner, Booth’s, a small chain of family-owned supermarkets in Northern England. This partnership has led to significant growth for small local

producers. For example, the sales of Morecambe Bay shrimps have almost doubled since they were identified as a Forgotten Food. By highlighting a particular heritage food and community, consumers are encouraged to visit that community, widening the reach for the programme.

Further good news is that the popularity of farmers markets, the appreciation of artisan producers, and the demand for culinary tourism are all on the rise. **People are voting with their feet and wallets for good, clean, fair food.**

Culinary tourism does not have to mean gourmet food. It is increasingly about unique and memorable experiences. It includes the dining experience itself, but also an awareness that supporting such endeavours has the ability to generate rural development. It helps to diversify revenue sources, and improves rural employment and income levels.

Economic objectives are as crucial as environmental, social and cultural ones. Economic benefits are easily measurable, via better prices, quantities produced, and numbers employed. Local foods are disappearing because they are no longer profitable. In order to continue their activity, producers must have economic assurance about their future.

A wonderful example of integrated economic, environmental, cultural and social activity, are the Food Safaris run by Henry and Carolyn Chesshire in Herefordshire, Shropshire, Worcestershire and Wales. They are a local couple who have lived in this tranquil rural area their whole lives. They take groups of people – birthday parties, hen and stag parties, work outings, etc. – on culinary mystery tours, introducing them to the best locally produced food and drink. The visitors literally “eat the landscape”.

So returning to our original topic, you can see that more and more people around the world are valuing food biodiversity and tradition, and the culinary tourism that this generates positively impacts communities. Here at Slow Food UK we will keep working passionately to promote good, clean, fair food. And you I am sure will be doing the same for your local, regional and national communities. When it comes to fōda, let’s all vote for nourishment rather than fuel.

[slowfood.org.uk](https://www.slowfood.org.uk)





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Tourism Destinations

Azerbaijan: Aromas and tastes of the East with a European twist

Larisa Javanshir,

Editor-in-Chief, international tourism magazine
Azerbaijan Review



The culinary masters of Azerbaijan have always attracted the admiration of visiting guests with their artistic skills. **When merchants and warriors, historians and ambassadors of the Great Silk Road crossed the country, they often shared memories of the generous balmy cuisine of the Caspian state and brought home stories about the wonderful dishes they had been treated to.**

Azerbaijan cuisine has long won recognition both in the East and in Europe as one of the most interesting on an international level. This fact has been testified by famous historians and travelers and recorded in ancient written sources. The history of the art of creating culinary recipes in Azerbaijan is centuries old and based on the huge experience of ancestral cooks which has been kept to the present day. **It's no coincidence that the Azerbaijani people have become famous for their longevity.**

According to scientists this is down to the country's favorable climate, lifestyle, ecologically pure products and principles of balanced nutrition. It's famous for its variety of meats, fish and vegetable dishes, all supplemented with soft greens and piquant spices. Friendliness towards those who come to eat and constant readiness to invite as many friends to table as possible, as well as the generous variety of offered dishes and snacks never cease to amaze foreign guests. **When visiting Azerbaijan you'll hear "Noosh allsoon!" as an invitation to a come to a generously laid table for the richest feast of tastes.**

Miraculous kebab houses

Kebab houses in Azerbaijan have a similar importance to taverns in Italy, eating-houses in the Slavic countries, bistros in France etc. In the case of kebab houses however, every particular case the menu has its own peculiar definition. Since ancient times, 'shashlik' (kebab) has been the most favourite and traditional food among Azerbaijanis who live in northern, southern and western Azerbaijan. Shashlik is made of fresh lamb, veal, domestic and wild bird flesh, and different kinds of fish. Once in Azerbaijan, you should definitely see the process of cooking 'tendir-kebab' and, of course, taste it. The famous and delicious Azerbaijan 'tendir chorek' is, too, baked in natural ovens, just as juicy and aromatic shishlik is.

Pilaw – at the heart of an Azerbaijani feast

The Azerbaijan people's favorite is pilaw, the main ingredient of which is skillfully cooked rice flavoured with butter and saffron. Pilaw lovers are particularly fond of this type of rice cooked with Cornelian cherries. It is an exclusively impressive, beautiful and healthy dish, cooked for a long time while the aroma of meat, rice, butter and greens start teasing the senses two to three hours before dinner. Be patient and you won't regret it afterwards!

Springtime – when Azerbaijani cuisine comes alive

Weather-wise, March is one of the most uncertain months in Azerbaijan, though it is also the merriest since it is when the Novruz holiday is celebrated. The national cuisine of Azerbaijan always abides by centuries-old traditions, while the spring nuances of oriental dishes are often defined by the weather. March rains, the caress of the yet sparing sun and the awakening land help young herbs and vegetables to grow juicy, spicy, sweet or 'with a touch of bitterness'.

Autumn enjoyment

The Azerbaijani autumn brings health. This effect is also largely promoted by subtropical plants, the fruits of which are sparingly supplied to markets because when ripe this tender masterpiece of gardening art is handled with care as if a chalice filled with a precious balmy drink – none other than date-plums. There are nearly two hundred kinds of persimmon, of which only 4 or 5 are cultivated as garden residents. The best sort – the so-called 'korolyok' – is popular not only for its sugary pulp, but also for its magical salubrious qualities. Be aware that round and solid fruits of quince conceal magical qualities of southern gardens. They are covered with thin velvet bloom and are hard to chew on, but once processed, quince is irreplaceable for tea-drinking. It is also indispensable as an ingredient for garnishing meat dishes, or for cooking special diet dishes. Condensed quince juice is used both as a sauce and as a panacea against anemia. Seeds and leaves of quince are also medicinal, as their aqueous tincture enfeebles and stops fits of bronchial asthma. Indeed, all local fruits are much more popular than imported bananas, pineapples and coconuts. They are successfully replaced by kiwi, feijoa, walnuts and chestnuts.

A sweet fairytale

By tradition, meals are crowned with sweets. In addition, main holidays of the country, e.g. 'Novruz bayram', inspire a true championship of baking. According to numerous foreign tourists who have tasted many local desserts, Azerbaijani national confectionery creates an unforgettable feeling of joyful discovery of a new world which tempts and allures over and over again.

The main advantage of these dishes is that they are cooked on the basis of ancient, centuries-old recipes

by using organic and ecologically pure products such as good quality rice or wheat flour, butter, mountain honey, select walnuts and hazelnuts, village eggs, perfect spices, as well as different additives which render any dainty dish magnificent taste and aroma. There are quite many unique recipes among which are those of 'rakhat-lukum', 'gozinaki', 'noghol', jellied fruits and other "sweet fairy-tales" of Azerbaijan cookery which can stay fresh, soft and exquisite in appearance.

You can taste the dishes of Azerbaijan cuisine listed in this article in almost any restaurant or kebab house, particularly in Baku, the capital city. Hospitable owners and cooks will offer you the best menu of the season and will always wish you "Noosh olsoon!"



Larisa Javanshir

Brazil and its Paths of Flavour

Pedro Geraldo Paranhos Hoffman,
President of National Administrative Council, Brazilian
Association of Bars and Restaurants (ABRASEL)



There are many ways of knowing the soul of a people. One of the most fascinating is, without a doubt, the gastronomy. The art of combining foods and seasonings, the rituals of preparing and serving, the pleasure of being together by the dining table, all of that is part of the much wider universe of this cultural heritage, this never ending set of values that determine our identity. It is exactly because of that, that gastronomy, besides being a competitive differential for tourism, is one of the tools that reveal the characteristics, traces, and culture of a people.

Tourism, one of the most growing activities in the whole world, finds in culture one of its potential axis. Cultural tourism – by focusing its attention on valuing physical and intangible heritage, restoring traditions and preserving and spreading the symbols of national identity – is capable of opening borders for different investments and businesses.

Few nations in the world have the privilege of having a culinary with such abundance of raw material, products, seasonings and aromas. **Nature was generous with Brazil.** We have some of the most beautiful natural scenarios of the planet, infinity of fruits and fish, a strong and present indigenous influence and the important Portuguese and African influences, besides the precious legacy of the immigrants that helped create our country.

Our gastronomy is a rare combination of simplicity and exoticism, with traces of the identity of a one-of-a-kind culture. The discovery of Brazil is a never-ending adventure. The continental enormity of the country divides it into regions with clearly distinct gastronomic characteristics. In a simple way, it can be highlighted the gastronomy from the North/Central-West, from the Northeast and from the South/Southeast.

In the North/Central-West regions, the intensity of the forests and rivers result in a great variety of exotic ingredients, diverse amounts of fruit and almost infinite variety of fish. In the region's tourist destinations related to nature, the Amazon Forest and the Pantanal – very exclusive ecosystems that are highly preserved – are strongly explored. The Forest and the Pantanal are certainly two of the biggest natural attractions of the country.

Mother Nature was especially generous with the Brazilian Northeast region. There are three thousand kilometres of

the most beautiful beaches of clear and warm water, blessed with a permanent summer. In each state of the Northeast, elements of African, indigenous, and European origins are joined in an explosion of sounds, colours, and flavours. The Northeast produces one of the richest Brazilian gastronomies, symbol of the hospitality of a people of simple soul and chanted speech.

Much more than the basic trilogy of sun, beach and sea food, the Northeast is a region that has already consolidated its touristic calling and explores with originality its traditions and typical products. On this aspect, it should be highlighted the appropriation by the coastal culinary of elements of the countryside cooking, putting side by side on the menus sea food, jerked beef, flours and fruits and the seasoning of the rich Northeast flora.

In the South/Southeast, the influence of the European colonizers was highlighted: Portuguese, Italians, Germans and Arabs. Each of them lent to Brazilians ingredients and techniques that were developed here and allowed great part of the diverse gastronomy that characterizes us. Born in the South, the Gaúcho barbecue spread all over the country and became a product of export, becoming one of the most recognized strengths of the Brazilian gastronomy abroad. In the countryside of the Southeast region, the culinary from Minas Gerais and São Paulo are mixed with subtle borders, resulting in different, outstanding and highly representative dishes of the Brazilian gastronomy and its culture.

Our Caipirinha deserves special attention – important mark of the Brazilian intangible heritage and an internationally recognized icon. Every year the production of Cachaça

gains more importance with the development of highly elaborated products for the Brazilian's and the foreign tourist's tastes.

However, so many gastronomic values reunited, such diversity and gigantic harmony existing between cultural heritage and Brazil's natural beauties may be useless if there is no safety in the production chain related to the food and beverage in the country. The Brazilian Government authorities are permanently concerned with the patterns of Food Safety of all that is served to its resident population as well as to the foreign tourists that are either visiting or on business in Brazil. The rules of surveillance and control in Brazil are comprehensive and strict, but knowing this is not enough for us. It is necessary that international tourists find in their home country and in the countries they visit or work safety criteria acknowledged internationally. This acknowledgement will guarantee that international tourists can travel from country to country consuming the local food with tranquillity at the same time that they feel that their health is not in jeopardy.

ABRASEL – The Brazilian Association for Bars and Restaurants is committed to assisting and developing these international criteria with special concern regarding the huge influx of tourists that will visit Brazil due to important international sports events that will be hosted in a near future in our country. The FIFA World Cup in 2014 and the Olympic Games in 2016 will certainly help to disseminate the greatness of Brazilian gastronomy and the beauty and diversity of our tourist attractions.

abrasel.com.br



Pedro Geraldo Paranhos Hoffman



The Egyptian food tourism experience

Egyptian Tourism Authority

Consumption is an integral aspect of the tourism experience, with the tourist consuming not only the sights and sounds, but also the taste of a place. Nearly all tourists eat out when they are on holiday. Food is a significant means to immerse oneself into another culture as it allows an individual to experience the “other” on a sensory level, beyond the purely intellectual.

Locally produced food is a fundamental component of a destination’s attributes, adding to the range of attractions and the overall tourist experience. This makes food an essential constituent of tourism production as well as consumption. Furthermore, eating out is a growing form of leisure where meals are consumed not out of necessity but for pleasure, and the atmosphere and occasion are part of the leisure experience as much as the food itself.

However, for tourists, eating out can both be a necessity and a pleasure. While some tourists dine simply to satisfy their hunger, others will head for a particular restaurant to experience the local food and cuisine, because it forms an important component of their travel itinerary.

The growth of eating out as a form of consumption and the market forces of globalization have made the food products and cuisines from all over the world more accessible. This has stimulated the emergence of food as a popular topic in magazines, radio shows and television, with food shows focusing on travel and travel shows on food. In fact, the popularity of 24 hour television channels, such as Fatafeet devoted to food and its origins intertwines food with tourism so much that quite often it is hard to determine whether one is watching a food show or a travel show.

Such developments have spurred an interest in experiencing the unique and indigenous food, food products and cuisines of a destination, so much so that people can travel to a destination specifically to experience the local cuisines or to taste the dishes of its “celebrity chef”. A very good example would be Gulf Tourists coming to Cairo in Ramadan to enjoy the unique food and atmosphere during the holy months in Egypt.

Very often, tour operators tend to include a visit to Khan El Khalili in all Cairo schedules in order for tourists to enjoy oriental food and a unique atmosphere. From an economic point of view, nearly 100% of tourists spend money on food at their destination. Data shows that restaurant operators

reported that tourists are important to their business. This suggests that tourists' food consumption makes a substantial contribution to the local restaurants, dining places, and food industry, and thereby the destination's economy.

In an increasingly competitive tourism marketplace, every region or destination is on a constant search for a unique product to differentiate itself from other destinations. Local food or cuisines that are unique to an area are one of the distinctive resources that may be used as marketing tool to attract more visitors.

The growth of special interest tourism is seen as a reflection of the increasing diversity of leisure interests of the early 21st century leisure society. Post-modern tourism is slowly moving away from the traditional tourism attractions to being a part of an overall lifestyle that corresponds to people's daily lives and activities. The growth of culinary tourism is seen as an outcome of this trend, as well as peoples' tendency to spend much less time cooking, but choose to pursue their interest in food as part of a leisure experience such as watching cooking shows, dining out etc.

Thus culinary tourism is a special interest for the tourist whose interest in food is primary reason influencing his travel behavior and falls on the upper end of the food tourism interest continuum. **The culinary tourist is also a cultural tourist.** Thus, the obvious overlap of food as a special interest component as well as a cultural component makes the culinary tourist possibly both a special tourist and a cultural tourist.

A survey of Special Interest Tours on the internet demonstrates that there are numerous tour operators conducting culinary tours all over the world. The culinary tours can be classified in to three types:

- ▶ Cooking school holidays,
- ▶ Dining at restaurants famous for their local cuisines or their celebrity chefs and visiting food markets,
- ▶ Visiting food producers with tours specially related to just one product. Most culinary tours include a combination of all three types. In addition to the annual and periodical Culinary Awards Conferences that take place worldwide.

Food is now listed as one of the components of cultural tourism, implying that food is representative of a culture. One of the dominate approaches in the social sciences used to explain food consumption is the cultural approach, with the others being economic and the psychological.

With respect to tourism, even though tourists come across potentially unfamiliar foods to a greater degree at the destination than they would at home, globalization with its time and space compression has permitted more people to experience ethnic and foreign foods at their home.

Finally and as previously stated, in an increasingly competitive world of tourism marketing, where destinations look for unique selling propositions in positioning themselves, there is nothing more unique than the foods and cuisines based on locally-produced food in each destination.

egypt.travel



Food and wine tourism in Georgia

Georgian National Tourism Administration



There is a strong direct link between gastronomy and tourism, and gastronomy's role in the development of niche travel is becoming even more important. When it comes to Georgia, gastronomy plays an extremely important role in the way tourists experience the destination, and for that matter some travellers return for the sole reason of savouring the unique and diverse gastronomy the country has to offer. Therefore, it would be well substantiated to assert that gastronomy is one of the key elements of our destination's brand image.

The enjoyment of good food and drink should not be underestimated; nowadays, there is a greater appreciation of how quality food and drink contribute to individual/societal wellbeing; Georgia is making all-out efforts to gain a niche in the highly competitive global tourism market, and is keen to assert itself as an attractive destination for gastronomy tourists.

From ancient times agriculture has played a major role in Georgia, and to this day it remains one of the most promising sectors of Georgia's economy. Forty-four percent of Georgia's total area is considered to be agricultural. The country's agricultural production is diverse, including viticulture, cereal production, and a wide range of vegetables, fruits, nuts, livestock, dairy, citrus and tea. Wheat and corn along with the milk and dairy sector are particularly strong, with the latter counting 46 different types of cheese specific to various regions of the country. Georgia's diverse climatic conditions and natural resource endowment allow production of a wide variety of agricultural products and favour the competitive development of the sector. Agriculture, apart from being crucial for economic development, is an essential element of Georgian culture. No agriculture means no cuisine; agriculture plays an essential role in keeping the beautiful landscapes of this country alive which constitute the major assets that tourists appreciate and value when arriving to Georgia.

Georgia boasts the oldest, continuous, unbroken tradition of wine making in the world which stretches back 8,000 years. In fact it is said to be the birthplace of wine. Many say that the generic word 'wine' stems from the Georgian word 'gvino'. Over 500 indigenous grape varieties are still cultivated here. The warm climate and moist air rising from the Black Sea provide the perfect conditions for the cultivation of grapevines. After many centuries of perfecting the tradition, it is not surprising that Georgian wines - Saperavi, Tsinandali, Mukuzani, Teliani, Napereuli - are exquisite. Winemaking remains a vital part of Georgian

culture and national identity. Georgian families throughout the country grow their own grapes and produce wine the old-fashioned way, by placing grape juice in underground clay jars, or *kvevri*, topped with a wooden lid, covered and sealed with earth, to ferment during the winter.

In Georgia, the food, just like wine, is quite reasonably an expression of the culture. Georgian cuisine, like those of other countries, varies from region to region. A complex interplay of cultural influences can be noticed when traveling east to west. Each historical province of Georgia has its own distinct culinary tradition, such as, for example, Megrelian, Kakhetian, or Imeretian cuisines. The dishes found in these regions feature distinct ingredients, cooking techniques, and flavourings.

Generally speaking, Georgians, take great pride in having the rich, savoury, piquant, strikingly original and very specific cuisine, which is the natural extension of a fertile, mineral-rich landscape fed by the pure waters of the Caucasus Mountains. Most of the food is organic, and the ingredients from the incredibly varied cuisine profit from the mild climate that provides fresh vegetables for three quarters of the year. The cuisine offers an assortment of dishes, high in herbs and spices, a variety of vegetarian meals in addition to meat dishes: organic fresh meats like pork or lamb, chicken or fish dishes, hazelnuts and walnuts, various sorts of cheese, pickles and pungent seasonings, eggplant, plums, corn, pomegranates, kidney beans, wild herbs, coriander, scallions, hot peppers, mint, basil, garlic and much more fill homes and restaurants. The Georgian table is well-known for its frequent use of cheeses. However, unlike French, Dutch or Swiss cheeses, those of Georgia are typically of the brined curd variety, like the Greek feta. Cheeses produced in Western Georgia (e.g. *sulguni*) usually have more subtle flavours than those found in the east. The flavour and consistency of Georgian cheese considerably differ from the cheese found in the Western world. Also, in contrast to the typical European cheese course, where different types of cheeses are consumed “as is”, Georgian cheeses are usually cooked: stewed in milk, grilled on a spit, fried in a skillet, baked in crust, or pureed and flavoured by herbs and spices. There is also a general tendency of people living in mountains to use the same cooking methods for meats and cheeses alike. For example, melting, cooking and frying cheese is also common in Alps: think of the traditional Swiss fondue! Much like French cuisine, the Georgian tradition is based on complex and varied sauces. But unlike the French, who use cream (Normandy), lard (Alsace), or olive

oil (Provence) to create body for their world-renowned sauces, Georgians favour sour fruit juices, soured milk (known as *matsoni*), eggs, and nuts to enrich their sauces. One of the best-known sauces (one can buy it in jars in ethnic food stores) is *tkemali*, made from sour plums of the same name. Other sour ingredients used in Georgian sauces include pomegranate juice, blackberries, barberries, and pureed tomatoes. Combined with the traditional secrets of the chef’s art common products do acquire a special taste and aroma, which make Georgian cuisine very popular and unique.

With such an abundance of delicious food and wine, over the centuries Georgia has developed a strong tradition of table culture. The spirit of open-handed, huge-hearted generosity and hospitality is nowhere better displayed than at the table during a traditional Georgian feast, or *Supra*.

As mentioned above, gastronomy produces additional economic value to the regions and is crucial for boosting Georgia’s economy in general. Well-developed gastronomic tourism may help extend length of stay and increase visitor expenditure on local production. Broadly speaking, gastronomic tourism is strongly associated with creating sustainability within a country. **Utilizing goods and services produced within the country, not only enriches the tourism experience with local flavour but also minimizes the dependence on imports and outsourcing employment, keeping jobs and economic returns close to home.**

Culinary tourism in Georgia has immense potential to facilitate development of new quality tourism products and experiences; on its part, the Georgian National Tourism Administration is doing its best to promote gastronomic tourism both nationally and internationally. Promotional and marketing activities include food fairs and events, cookery workshops, wine tastings, creation of food and wine brochures, and others. Overall, Georgia’s culinary and wine sector plays an important social and economic role. Based on the survey data, 35 % of international visitors arrive to Georgia for tasting cuisine and wine. It is our intention to create a stronger image for Georgia’s gastronomy and make the most of the culinary/wine heritage of the country.

georgia.travel



Food tourism in Kazakhstan

Committee on Tourism, Ministry of Industry and New Technologies, Republic of Kazakhstan

Tracing the country's ancient history through its food and welcoming guests with warm Kazakh hospitality

National cuisine is an important factor in attracting foreign tourists to a country since the culinary arts reflect the national peculiarities and traditions of the people. Undoubtedly, tourists that came to Kazakhstan want to taste the country's traditional dishes. Therefore, one of the most important aspects of the tourism industry in the country is to familiarize visitors with the national peculiarities of the Kazakh people's traditional cuisine.

Gastronomic tourism in developed countries often fundamentally affects the choice of travel destination by the traveller. People are willing to spend over a third of their trip cost on food. Sometimes the desire to enjoy unique cuisine is the main motivation for travelling. For this reason there are gastronomic tours in Italy and France, whiskey tours in Scotland, Nordic cuisine tours, etc.

Kazakhstan has a lot of potential for the development of this type of tourism. The long ethnic and cultural history of the Kazakh people is reflected in the distinctive choice of food products available, their processing methods, dish types and their cooking recipes, in the tradition of eating preferences and foods that are restricted or prohibited. The way of organizing meals, the rituals and etiquette involved and the material and spiritual culture aspects of eating are interesting and unusual too. The development of national Kazakh cuisine has been strongly influenced by the country's natural-geographic conditions. Indeed, **many of the legends, rituals, ceremonies and customs surrounding meals are directly related to the nomadic lifestyle of Kazakhs in ancient times.**

Since ancient times, Kazakh national cuisine has been based on the products of cattle breeding: meat and milk. Later, with the development of agriculture, Kazakhs started to use flour products. Later, fruit and vegetables appeared regularly on tables. This seems to be the result of the Kazakh people's transition to a settled way of life as well as the influence of other gastronomic cultures. Like every sphere of human action, Kazakh food culture is changing, moving and improving. But it has not lost its identity, and at a higher level it connects the new with the old.

Popular drinks, traditional methods

In summer almost every Kazakh family prepares two old national drinks, known as “the drinks of heroes”. (this is especially true for the inhabitants of rural areas but the tourists can also enjoy them in the city). The names of these drinks are “kymyz” and “shubat”. The first of them is specially fermented mare’s milk known for its healing properties far beyond the borders of Kazakhstan. The second one is camel milk made in a similar way.

Kazakh families they also widely prepare another drink: “airan”, sour milk diluted with water. It is drunk as a refreshing drink and many different cereal soups are dressed with it too. “Kurt” and “irimshik” are made from “airan”. “Kurt” is salty cottage cheese, rolled into balls and dried in the sun, and “irimshik” is fatty, crumbly cheese.

As well as “kymyz” and “shubat”, strong black tea is one of the most favourite drinks of Kazakhs who drink it at any time of the year. Usually milk and cream are added to tea.

Welcoming guests with “beshbarmak”

But the main national dish of Kazakhs is meat. It is the basis, pride and beauty of the Kazakh table or the “dastarkhan”. In the countryside, especially in winter the meat diet still dominates. Since ancient times, the ram was the symbol of material wealth among the Kazakh people. The meaning of the ram as a symbol of earthly life is shown through the custom of treating guests by cutting up the cooked ram and serving it to guests. Many customs associated with mutton consumption have been preserved to the present day.

The most beloved and popular national meat dish is “beshbarmak”. It consists of mutton and pieces of dough boiled in broth. “Beshbarmak” in Kazakh means “five fingers”, because this food is eaten with the hands from a large dish. Usually beshbarmak is preceded by “kuyrdak”, it is roast made from liver, lung, meat and potatoes. Cut into thin slices of liver boiled with fat of the tail “kuiyrbauyr”, as well as, delicious smoked sausages “kazy” and “shuzhyk” made of horse meat, are served as cold entrées.

Boursaks are almost always an essential attribute of the Kazakh table. Boursaks are pieces of sour dough fried in suet. Kazakhs also bake flat cakes of unleavened and sour dough or tary (roasted wheat) with milk or tea.

Nowadays in the epoch of rapid expansion of more or

less unified global urban culture the ethnic identity of the peoples in the material and domestic spheres is gradually being erased. But that is exactly what evokes a special interest of tourists in national cuisine, because the culinary arts in a concentrated form reflect the country’s history, life and customs.

For a long time the most distinctive feature of the Kazakh people was their hospitality. Nowadays Kazakh gastronomy has changed in many ways but its people have not lost the ancient laws of hospitality. On the contrary, its boundaries have extended and around today’s “dastarkhan” gather not only Kazakhs but also guests who live in a large multi-national country: Russians, Tatars, Ukrainians, Uzbeks, Germans, Uigurs, Dungans, Koreans, etc.

Modern Kazakh cuisine includes not only traditional Kazakh food but also popular Uzbek, Uighur, Russian, Tatar, Korean dishes among others. Maintaining purely national features, sometimes you can see international lines in modern Kazakh cuisine.

Getting to know Kazakh cuisine through specialized tours

In order to become acquainted with the traditional cuisine of the Kazakh people, visitors can take part in a gourmet tour, which is best taken in the Almaty region. This gastronomic tour is known as the “Dastarkhan tour”.

Starting with an Almaty city tour and a visit of the city’s best restaurants and wine-distilleries the tour programme includes a visit to Kegen village with its ethnographic museum – village where visitors can taste national Kazakh cuisine; participate in equestrian competitions and folk games. The final stage of the tour programme includes a visit to one of the most beautiful lakes in Kazakhstan, Lake Alakol, where visitors can fish and learn how to cook a special fish soup. At the end of the tour, visitors return to Almaty to take part in an enchanting farewell dinner in the restaurant with traditional cuisine.

We believe that gastronomic tourism is one of the most interesting and a cognitive type of tourism as it represents a means of intense integration between the countries of the world. To progress further, it will need highly qualified personnel capable who, under market conditions can give new impetus to this dynamic industry development.

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Gastronomic Tourism in Korea: Globalizing Hansik

Jeon Yong-Chan,

Director, Tourism Quality Improvement Team, Korea Tourism Organization

The effects of globalization have helped people across the world to become familiar with foreign cuisines, often with a particular focus on the health benefits of certain foods. This has created great potential for the promotion of Hansik (Korean cuisine) which has been further boosted by the great impact of the Korean wave (Hallyu) in the United States, Asia and Europe. **Today, Kimchi** (fermented spicy cabbage), **and bibimbab** (rice mixed with vegetables and meat) **are already renowned as healthy foods all throughout the world.**

In May 2009, the government-funded Hansik Foundation Act was enacted, and the the Hansik Globalization Development Agency inaugurated, comprising 36 members from relevant government departments, academic institutions and CEOs from the food industry. Indeed, the Korean Ministry of Food, Agriculture, Forest and Fisheries, the Ministry of Foreign Affairs and Trade, the Ministry of Culture and Tourism, and the Ministry of Knowledge and Economy, as well as local governments nationwide, have all been involved with strategies for Hansik globalization, thus ensuring the long-term prosperity of the 'Hansik Globalization Project'.

With the support of government and related institutions, food industries are seeking to perform their role on the world stage promoting food exports and Korean food culture.

Developing policy strategies for Korean cuisine to become a tourist attraction

The linkages between food and local, regional and national development and its impact in the tourism and travel industry are growing, and nations are now becoming more aware of its importance. Since 1999, the task of turning traditional food into a tourism product for domestic and foreign tourists in Korea has been pursued with vigor.

The Korea Tourism Organization has developed gastronomic tours in Korea in collaboration with celebrities such as top chefs or gastronomists, as well as famous Korean entertainers. This "celebrity promotion" of Korean cuisines and travel destinations is attracting an increasing number of tourists each year. Also, combining gastronomic culture with TV shows, whose popularity helps to promote Korean cuisine and food culture, has been particularly effective.

The Korea Tourism Organization's Website offers a comprehensive introduction to local delicacies and food

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products, and also to traditional Korean table manners, using detailed written descriptions and photos. Furthermore, the Ministry of Culture, Sports and Tourism has developed a tourism product based on the theme of Korean cuisine in which guests can participate in the process of making Korean food, including traditional fermented foods such as kimchi, sun-dried sea salt, red pepper paste (gochujang), bean powder paste (doenjang), cured and preserved foods (jotkal), soy sauce (ganjang), etc. The aim is to extend such products to company-sponsored tour groups, such as those on educational field trips, training sessions for government employees, etc.

The Ministry of Culture, Sports and Tourism is bringing putting its best efforts into advertising Korean cuisine abroad. The Ministry is using overseas Korean Culture Centers and Korean plazas to offer classes on Korean cooking, to play videos publicizing Korean cuisine, display photos, distribute publicity materials and sponsor events for visitors. In addition to this, the Ministry is sponsoring large key international meetings related to food such as the 2012 General Meeting of the World Association of Chefs' Societies.

www.visitkorea.or.kr



Jeon Yong-Chan



A taste of Moscow

Sergey Shpilko,
Chairman, Moscow City Committee on
Tourism and Hotel Industry.

Today gastronomic tourism is becoming more and more popular around the world. For foreign tourists, a visit to Moscow is not just about monuments, architecture and other cultural attractions, but also getting to know the different aspects of the exciting and unique Russian culture. For this reason visiting a restaurant becomes a must for tourists wanting to taste a bit of the ethnic Russian cuisine. After all, gastronomy is not just one of the main cultural elements of this country, it's a way to share its customs, traditions and character.

There are some traditional Russian dishes which are known all over the world. For instance, the famous black bread known in Russia since the IXth century, traditional porridges, soups, red caviar, fish, pancakes, pies with different types of fillings, and also drinks — honey, kvass, berry juice, birch juice. **Modern Moscow restaurants specializing in Russian national cuisine try to use our ancient recipes wherever possible, these are not just popular among visitors but also among local residents.**

However, Moscow is also known for its international cuisine offering, those visiting the city can also enjoy typical food from almost all over the world: European, Russian, Japanese, Chinese, Italian, Mediterranean, Caucasian, French, Georgian, Fusion, American, etc. Moscow can satisfy anybody's wishes when it comes to food.

There is no doubt that tourists have their own gastronomic preferences: Europeans are normally interested in typical Russian cuisine, while Chinese, Japanese and tourists from South East Asia prefer, even when they are travelling, not to change their habits regarding food and eat only in national restaurants.

There is also a whole segment of tourists who come to Moscow to find out more about the history of the Soviet period. Apart from a wide range of excursion programs and routes around historical places, travellers have the possibility to visit places related to the Soviet period, where they can enjoy specific menus typical of this period in Russian history and also the ever so peculiar atmosphere. Such restaurants, dining rooms and cafes are also very popular.

In spring 2012 an exhaustive investigation of Moscow's restaurant market was carried out. According to the results of the research, the volume of restaurants, bars, cafes and canteens in Moscow outstripped the growth of those in

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St. Petersburg by 2.6 percent last year, and in the all-Russian size of the market of public catering the share of Moscow exceeded a share of St. Petersburg in 2,5 times. Restaurants within the structure of enterprises in the public catering sector of the Russian capital occupy twice a bigger share than in the northern capital.

These researches testify that the Moscow market of restaurants, bars, cafes and canteens in 2011 grew by 12,6 %, and specifically the share of canteens, cafe and restaurants, varies within 75 %. Regarding competitors, they are advanced by “fast food” institutions (about 60 %); about 14 % cafes and bars, other share is occupied by self-service cafeterias, and companies which perform a delivery at door/off-trade and street booths, stalls.

According to the results provided by travel agencies' polls, the sum which Europeans are ready to spend for lunch, averages between \$8 and \$10. There is a large number of such fast food places and institutions of a casual segment, in other words, 'democratic' restaurants, where the bill per person doesn't exceed 1000 rubles.

It is worth taking into consideration restaurants that are located in hotels and inns. The restaurant is definitely a part of the service infrastructure of all hotels — from 2-stars

to 5-stars. First of all, it is focused on guest service. If the organization is good enough such restaurants create not only a positive image of a hotel, increases its popularity, but it also brings an essential income.

The reception of tourists groups is another interesting possibility for capital restaurants. Today tour operators have close contacts with 400 Moscow restaurants that offer an attractive menu to tourists. And no wonder, the majority are very interested in foreign tourists. At least, travel agencies are not short on demand.

According to market researchers during 2011, about 4 thousand restaurants operate in Moscow. More than a third of all Moscow restaurants are in the Central administrative district, that is, in close proximity to the main sights and capital museums.

Ethnic cuisine is a very important segment of non-material culture for every country. Therefore we consider that the support and promotion of gastronomic tourism in Moscow is a key element in the development of the tourism industry in our city.

mos.ru



Sergey Shpilko

Malaysia: at the cross-roads of Asian food culture

Lee Choon Loong,
President/CEO, DISCOVERYMICE Malaysia



Malaysia is a multiethnic and multicultural country and this is reflected in the Malaysian cuisine. Tourism including food tourism has been strategically positioned to ride on the cultural diversity of the country with Tourism Malaysia aptly adopting the slogan – “Malaysia, Truly Asia.”

Penang and Melaka – Straits Settlements and the Spice Route [UNESCO World Heritage Site](#)

The root of Malaysia’s multi-ethnic society is attributed to one of the most important food ingredients in ancient and modern times – spices. The importance of spices was recorded way back in the 1800’s, when the spice-producing South East Asia region was a thriving trading hub. The Straits of Malacca located between the island of Sumatra (Indonesia) and the Malay Peninsular (Malaysia) was an important sea route for transportation of valuable tea and spice cargos between Europe and Asia.

The spice trade around the Malay Peninsula flourished but it was a tumultuous period when Portuguese traders followed by the Dutch and the British fought over the control of land as well as the precious spices bound for European markets. The early spice traders and workers comprised of Portuguese, Dutch, English, Arabians, Chinese and Indians and they were also Christians, Buddhists and Muslims. The spices together with their nationalities and their religions would later play a significant role in the development of tourism.

At the Straits of Malacca, a British trading company controlled important spice trading ports at Penang and Malacca (now States of Malaysia) and the first civil settlements known as Straits Settlements were established in 1826, more than 190 years ago. It was colonised by the British Crown for 130 years before merging with other States to form Malaya and gained independence in 1957.

In 2008, the universal significance of the Straits Settlements and the Spice Route, together with the restored built structures of Portuguese, Dutch and English influence were internationally recognised with the inscription of Georgetown (Penang) and Malacca as UNESCO World Heritage Sites.

Malaysian Cuisine – [An Asian Gastronomic Cultural Experience](#)

With the abundance of aromatic spices, the culinary flavours in Malaysia (then called Malaya) were exceptionally strong compared to the blander European cuisine, but it was the mass migration of Chinese from Southern China and Indians from Southern India in the late 1800's to work in the booming tin mining and rubber plantation industries that brought an extraordinary explosion of culinary dishes and flavours to the tables. In the 1980's, Malaysia's tourism industry started to grow and the multicultural culinary landscape progressed to provide a truly Malaysian gastronomic cultural experience for tourists.

The various ethnic groups in Malaysia have their own traditional dishes but over the years the culinary industry has evolved to deliver modern fusion Malaysian cuisine based on a subtle balance of tropical spices and ingredients used in Malay, Chinese and Indian cuisines. This went well with tourists as they could taste Malaysian dishes yet able to differentiate the ethnic origins of each dish. In this regard, Malaysian cuisine, widely enjoyed by Malaysia's multi-ethnic population may well be truly Asian-influenced. **The Asian evolution of Malaysian cuisine has become a positive factor in attracting Asian regional tourists to Malaysia. In 2011, over 89% of the 24.7 million tourist arrivals in Malaysia were from the Asian region.**

While some countries try to attract tourists through their mono-ethnic gastronomic cuisines, Malaysia welcomes international tourists with her diverse Asian-influenced Malaysian cuisine. Based on many surveys, the majority of tourists were relieved to find culinary familiarity and gastronomic comfort in Malaysian cuisine, accentuated with various cultural experiences depending on the host's ethnic background.

Food Street, Street Food and Budget Tourist Hubs

Food tourism in Malaysia is particularly prominent in city centre areas where the Government has allowed the development of "night food streets" offering "street food". One will find Malaysian food streets a chaotic hive of outdoor cooking and noisy dining activities, reflecting a unique cultural habit among Malaysians who naturally love to eat; from morning to the small hours of the next morning. The food stalls, many of them having operated for generations, offer an extensive array of Malaysian favourite food delights and snacks, where one would be astounded by the sheer variety. In recent years, new

budget hotels and accommodation have mushroomed in and around the "food streets" creating flourishing budget tourist hubs in city centres as well as in suburban areas.

Food streets and street food is often regarded as a celebration of Malaysian local culture and a tourist attraction by itself. While Asian tourists joined locals to dive into steaming hot local delicacies, western tourists often choose to sit in awe of the festival-like atmosphere and quietly absorb the sights, sounds and smells of food and people, and always with their cameras ready.

Halal Food & Muslim Tourism

The linkage between food and tourism is most profound in Muslim tourism. Access to halal food is the principal criteria for Muslim tourists to choose their holiday destination. Across Peninsular Malaysia, food served in all restaurants except some Chinese and Western restaurants are halal. **The convenient access to halal food, from fine dining to street food, helps Malaysia to tap into the huge Muslim tourist market estimated at US\$126.1 billion a year.**

In a recent survey conducted by 2 Muslim specialist organisations, nearly 70 percent of Muslim travellers surveyed listed halal food as their top priority, followed by overall price (53 percent) and Muslim-friendly experience (49 percent). The 2012 study also reported Malaysia as one of the top 3 preferred destinations for Muslim travellers. Malaysia recorded 3.6 million tourist arrivals from Muslim countries, including Indonesia, Brunei and countries in the Middle East in 2011.

discoverymice.com



Lee Choon Loong

The essence of Uzbek cuisine: morning pilau

Elena Ikaeva,

National Company “Uzbektourism”, Uzbekistan



The formation of Uzbek cuisine goes centuries back through history. Like its ethnos, culture and art, it has taken shape over the space of thousands of years. Given Uzbekistan's ethnic, linguistic and religious affinities and close ties with other nations populating the Central Asian region, it is quite natural that Uzbek cuisine is an outcome of mutual influence of their culinary experiences. Thanks to the exuberance of crops, fruit and vegetables as well as meat and dairy produce grown on the Uzbek soil, the Republic's national cuisine proves to be one of the richest and most diverse cuisines in the world. Moreover, it is presently acquiring ever greater popularity throughout the globe alongside the celebrated cuisines of India, China, Japan, Thailand and other eastern states. Uzbek restaurants have opened in many cities around the world often with easily recognizable names such as “Uzbekistan”, “Bukhara”, “Samarkand”, “Khodja Nasreddin”, “1001 Nights” etc

For anyone who is new to Uzbek cuisine, the starting point is pilau – the country's most favourite and prevalent dish, symbolizing national hospitality.

Given its universal character, pilau can be dietary, for special occasions or a simple everyday staple. Uzbek families serve it without fail on Thursdays and Sundays and always to mark a festive occasion. What's more, since it bears a huge ritual meaning, it crowns the table during wedding ceremonies, funeral repasts, religious rites and the like. Today dozens of classic Uzbek pilau recipes can be widely found in cookery books and on the internet, with each of them containing its own peculiar feature. Some cooks prefer adding raisins or barberry, while others cannot imagine pilau without capsicum or crocus. The same is true of their selection of rice varieties – kenzha, lazer, devzira etc. For all these individual preferences and versions, one thing remains immutable: when cooking pilau, the Uzbeks use only mutton, the main source of protein in their national cuisine. There are also distinctive regional peculiarities of how pilau is cooked in Samarkand, Bukhara, Ferghana, Khorezm and other provinces of Uzbekistan. What's more, each family boasts its own recipe of this favourite dish.

Visitors to the country cannot fail to notice the importance of ‘nakhorgi osh’ the morning pilau ceremony. Intended exclusively for men, it takes place at dawn, after the morning prayers. Though the morning pilau ceremony remains popular, these days it is increasingly conducted during the lunch-hour, which is far more convenient for working people. Osh is also served to celebrate a national wedding ceremony

– “nikokh”, as well as sunnat toy, funerals (on the 20th day), anniversaries or jubilees. As for jubilee occasions, it should be observed that in the Muslim world, marking by celebration birthdays or jubilees, in the European sense of the word, was not accepted. But festivities dedicated to the 63rd birthday (“paigambar yoshi” – Prophet Muhammad’s age of death) are widely held in traditions that have survived through to the modern age.

Many people including acquaintances, friends, relatives and neighbours are invited to nakhorgi osh. At the same time, each of those invited may come with his friend, son or sometimes with all the males of his family. Many guests arrive from other towns or even from abroad. As a result, such ceremonies number from 100 to 3,000 visitors, depending on where they are held and the host’s social status and financial position. The morning pilau ceremony contributes to the strengthening and further development of close ties between kinsfolk, acquaintances and neighbours, irrespective of their nationality.

Exactly how and when the morning pilau tradition arose remains unknown. It is supposed that it began taking shape in Tashkent in the 1920s as an attempt to feed people, engaged in hard physical labour, early in the morning, before their working day started. There are some data, however, that testify to far earlier instances of organizing mass pilau-eating ceremonies. Legend has it that the outstanding poet and humanitarian Alisher Navoi fed up to 1,500 students every day with this extremely nourishing and excellent dish. The invention of the pilau recipe is associated with such prominent historical figures as Amir Temur and even Alexander Makedonsky, who had to provide their enormous armies with the good food on a march. And pilau was the only dish that met all the requirements.

Needless to say, the organization of such a mass event on a large scale requires a great deal of serious planning and organization. With this in view, relatives assemble several times for special meetings (“maslakhat”), during which pilau, called “maslakhat osh”, is also served. On the eve of the morning pilau ceremony, a group of men meet together at the selected venue to cut the carrots required for the meal with male participants, mainly elderly near relations and friends, bringing with them their own knives and planks to do the job. Sometimes, younger ones can participate in the process, too. In the course of cutting carrots into pieces, unhurried conversations are held. **This process is not just a practical one - educational function is**

obvious, in terms of passing national traditions from father to son. When the work is done, tables are laid for all its participants, with drinks being served (except in the case of funerals). Very often, such feasts drag on till midnight. And since pilau should be ready at daybreak, they soon start preparing large kettles, hearths and so on. Making a precise calculation of how much rice to cook is a very complex task, as nobody knows for sure how many people may eventually turn up at an event. An insufficient amount of pilau (in cases where not all the guests are treated) is regarded as a good indicator, testifying to a high degree of the ceremony’s attendance and, therefore, to a profound respect for the family, which organizes it. In such cases, an additional amount of pilau is quickly brought from near-by cafes or late-comers are served only bread, tea and sweets. In cases where a sufficient amount of pilau is left after the ceremony is over, it is distributed among relatives, with the remainder delivered to children’s homes and student hostels.

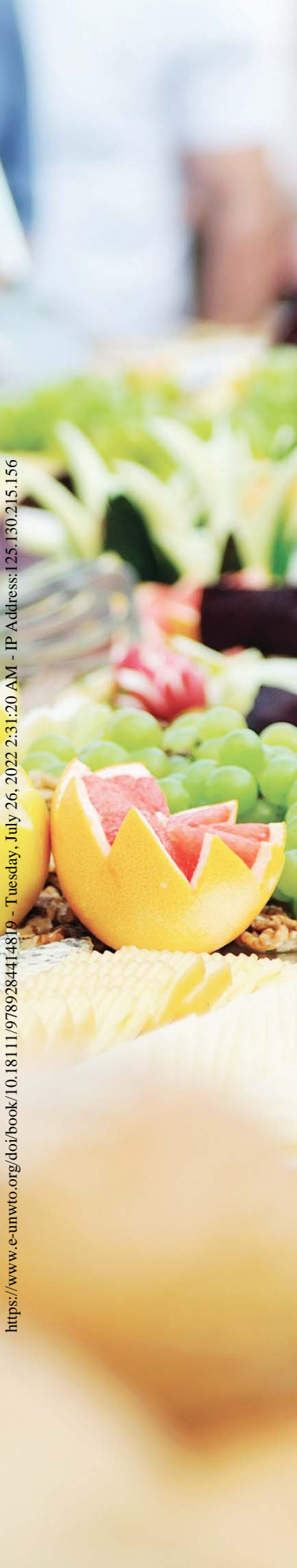
Morning pilau is, thus, not so much a meal (although the entire amount of this delicious dish used to be eaten) as a vital, unalterable tradition of sharing meal with each other, which, at the same time, affords its participants an opportunity to meet clever and helpful individuals, inaccessible in other places, to carry on important negotiations, to discuss several issues, to solve problems or simply to associate. Nakhorgi osh, in this respect, is a unique venue, where social interaction on such a massive scale is possible. **Visitors to Uzbekistan who are welcomed to nakhorgi osh are definitely in for a treat.**

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Elena Ikaeva





Business Organizations



Tasting Spain: The Creation of a product club for Gastronomic Tourism

Mercedes Cantalapiedra Álvarez,
Vice-President of the Tasting Spain Association,
First Vice-Mayor of Valladolid (Spain)

In 2011, Spain received 56.7 million tourists, generating receipts of more than 43 billion euros. Spain is ranked fourth in the world by the UNWTO in terms of international tourist arrivals, behind France, the United States and China; and it is second in tourism receipts, behind the United States. Moreover, tourism accounts for 11% of Spanish GDP and 11.5% of jobs.

Among the reasons for visiting Spain, oenogastronomy is one of the fastest-growing motivations over the past years. Out of these 56.7 million international tourists, more than 5 million said that the enjoyment of Spanish food and wine constituted one of their main reasons for choosing Spain as a tourism destination. These visits generated receipts of over 5 billion euros and the visitors rated their satisfaction at 8.3 out of 10. For its part, the food and agriculture sector in Spain represents 7.6% of GDP and employs more than 400,000 people.

Tourism's leadership position in Spain and the international recognition of Spanish gastronomy, referring to aspects such as its regional diversity, the Mediterranean diet, the New Basque Cuisine in the 1980s, the New Spanish Cuisine led by Ferrán Adrià, or the tapas culture, have prompted municipal governments, hotel and restaurant operators, chefs and agro-food producers to create the first platform for the development of gastronomic tourism: TASTING SPAIN.

This initiative, promoted by the Spanish Association of Destinations for the Development of Culinary Tourism, consisting of 23 destinations, the Spanish Federation of Hospitality (FEHR), the International Organization of Chefs and Cooks (Euro-Toques) and the Cultural Federation of the Association of Cooks and Confectioners (FACYRE), seeks to capitalize on the crest of popularity that Spanish cuisine and gastronomy is currently enjoying both within the country and abroad, in order to ensure its continuity and to seize the opportunity it represents for the development and promotion of tourist destinations.

TASTING SPAIN is based on the idea of presenting the richness and variety of Spain's culture, history and traditions through its chefs, its food products, its wines, and its territory. The challenge is to introduce our country's cultural heritage to visitors through tastings, experiences and purchases.

TASTING SPAIN came into being within the conceptual



framework of the Spanish Tourism Plan Horizon 2020, which recommended the promotion and creation of new networks of products that make it possible to strengthen distinctive and high value-added product offerings and to encourage the joint management of tourism products among various destinations. More specifically, the aims were:

- ▶ To develop the “Spanish Experience” by promoting the generation of tourism products with high value for the client.
- ▶ New models of public and public-private cooperation.
- ▶ Deseasonalization and socio-territorial rebalancing.
- ▶ Tourism cooperation for international promotion.

In this regard, the product club TASTING SPAIN has the following goals:

- ▶ To broaden the concept of food tourism by developing the concept of authentic Spanish gastronomy linked to the territory.
- ▶ Developing experiences revolving around Spanish food culture.
- ▶ Creation of different categories of tourism products.
- ▶ Broadening the content and adding value to current offerings.

- ▶ Creating a brand that represents the products related to the varied range of Spanish gastronomic offerings.
- ▶ To develop more ambitious and innovative strategies and formats for promotion and marketing.
- ▶ To identify and capture new markets for Spanish tourism destinations.

One of the main keys to success of Tasting Spain has consisted of considering the destination as the main focus of attention, as it is the space where the gastronomic experience is enjoyed.

The concept of Culinary Destination consists in combining the tourism resources and services of a territory with its gastronomic products in keeping with the following values:

- ▶ conceived to provide an authentic experience,
- ▶ aimed at creating a unique tourism product based on the quality and identity of the destination,
- ▶ optimizing joint promotion and marketing,
- ▶ seeking to increase the level of satisfaction of the demand,
- ▶ fostering local networking, and
- ▶ seeking the overall socio-economic development of the territory.

TASTING SPAIN is based on the idea of presenting the richness and variety of Spain’s culture, history and traditions through its chefs, its food products, its wines, and its territory.

[tastingspain.es](https://www.tastingspain.es)



Mercedes Cantalapiedra Álvarez

Food and wine tourism: Challenges and Opportunities

António Jorge Costa,
President, IPDT – Tourism Institute (Portugal)



In Europe, the primary demand for food and wine travel represents 600.000 trips each year. The secondary demand is estimated at 20 million annual trips. According to tourism experts, the prospects are optimistic and the expected growth for this segment will be between 7% and 12% per year. In Portugal alone, the wine sector now represents circa 17 percent of the total output of the agricultural sector, reaching the figure of 900 million euros per year.

In fact, food and wine tourism has seen a growing demand in recent years. Today, we witness an increasing number of travelers interested in culinary destinations, a trend that seems to consolidate year after year.

The values of society have changed and, today, products like wine and food are associated with leisure and relaxation, and not merely basic necessities. Food is now a cultural element, an experience similar to visiting a museum or going to a music concert.

The focus on food and wine tourism is strategic for Portugal, and should be regarded as a differentiating element of the destination's tourism offer. The variations of dishes and contrasts characterize Portuguese cuisine, from seafood and fish (considered one of the best in the world) through meat, cheese, sweets, olive oils and wines of international standards. A multiplicity of elements that make Portugal a food and wine destination with a great potential to be exploited.

Food and wine helps to project an image of a country that is culturally rich and surprising, with reasons for attracting ever more diversity. This can be seen as a strong element for capturing new markets and raising awareness for the innovation and quality incorporated into traditional products. Thus, besides helping to reduce the seasonality of tourism demand, it encourages community involvement in the design of the tourism product and allows the visitor to discover Portugal through new lenses.

Thus food and wine tourism should be viewed as a business with great prospects for the country and even a way-out of the economic crisis. With the sale of regional products, food tourism helps small producers, creating jobs and generating wealth. This should be the reason for hotels and restaurants to focus on the use of domestic products, as these are already of great quality and diversity.

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In this perspective, investing in our market must be made through the excellence of our products, given that **Portugal has the second largest number of certified products in Europe.**

Other actions to be taken into consideration are the qualification and integration of the Portuguese gastronomic offer, to make this a strategic and competitive product through signage and creation of tourist routes and qualification of human resources, among other initiatives such as the development of a complementary offer of wellness, shopping and outdoor activities.

Aware of the potential of this segment, in 2010, the Portuguese Tourist Board launched the program “Taste Portugal.” The initiative aims to increase the visibility, recognition and perception of national and international Portuguese cuisine, giving a fresh impetus to this tourism product which is not yet as internationally recognized as we would like it to be.

Promotion is of vital importance in this field as a way of qualification and brand differentiation among professional sectors, consumers and the general public. On the other hand, to international markets, it makes sense to leverage the product as a complementary asset for tourist packages.

In the future, the Portuguese gastronomy should be a valuable differentiating element of the tourism offer, across the country, but emphasizing a regional variety that enhances the creation of excellent dining options valued by today’s and future visitors.



António Jorge Costa

ipdt.pt



Sustainable Gastronomy: Prospects for the Future

Jorge López Cortés,

Director of the High-End Cuisine Programme and
Director of the National Chef Tournament, Federación
Empresaria Hotelera Gastronómica de la República
Argentina



To speak today about sustainable gastronomy is to dive into a highly complex matrix, which involves actors, circumstances, fashions, trends and factors that add and multiply at certain times, and subtract and divide at other times.

Our country, Argentina, has a vast territory blessed with different climates, hence the wide diversity of its production of ingredients and food. While Argentina has for decades been recognized for the excellence of its beef, over the past decade, based on a study conducted by our organization at gastronomic establishments across the country, we are beginning to see results in the consumption of new alternatives and the increasing prominence of regional products and ingredients.

Our parent organization, FEHGRA, currently has sixty-three subsidiaries throughout the country, through which it coordinates specific projects and programmes that provide various tools to leverage the evolution of its more than forty thousand member hotels and restaurant establishments as well as their more than four hundred thousand workers.

Moreover, through its Training Department it provides over three hundred courses and educational assistance to six thousand five hundred trainees per year. Within this wide range of courses and seminars, it places special emphasis on the subject under consideration: sustainable gastronomy. But... what is sustainable gastronomy? We can say that it is gastronomy that cares for essential resources by trying not to exert undue pressure on the production of ingredients and on ecosystems, and by providing its employees with a work environment that is legal and suitable for the performance of their tasks.

We try to disseminate the benefits and virtues of working with and including regional ingredients in dishes, thereby not only enhancing the value of these ingredients, but also providing a boost to their producers.

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Now, let us pause for a moment and analyse some situations in the sector that could go against these concepts. Let us take, for example, establishments that in many cases are known worldwide. It is known that in order to achieve a certain level of excellence in their dishes or with the intention of surprising the diner, food establishments discard a great deal of food in edible condition and use ingredients that in many cases have crossed continents before reaching the plate. The question then arises whether it is sensible to discard a crate of vegetables or a fish almost entirely in order to achieve that almost perfect piece of vegetable or an immaculate cut of fish. Or to use an ingredient that must travel hundreds of kilometres by air, land or water, for the mere purpose of presenting it in a dish for surprise or differentiation. The equation turns out to be quite crude: burning fossil fuels versus developing dishes that have more to do with fashion or trends than with necessary and sufficient food.

It is no minor detail that some species, particularly marine animals, are reaching or have reached a critical point in their evolution, and are tending to disappear due to overexploitation of the resource. The decline in species year after year owing to the depredation of fisheries is proof of this.

How do we approach and work on this in FEHGRA? In principle, by strongly supporting every initiative geared towards sustainability. We try to disseminate the benefits and virtues of working with and including regional ingredients in dishes, thereby not only enhancing the value of these ingredients, but also providing a boost to their producers. Through gastronomic tournaments

and events, we promote and reward the creative use of these regional ingredients, with a further emphasis on the creation of balanced and healthy dishes, with the least possible wastage in their preparation. In this way, through the intelligent selection of ingredients used in the dishes on a menu, it is possible to maximize performance, thus achieving a multiplier effect that alleviates resource exploitation, generates better food utilization and enhanced economic returns for the establishment.

Today, thanks to these actions, a great diversity of high-end culinary offerings can be found throughout the country that use regional ingredients of the highest quality in their dishes: freshwater fish on the coast, ancestral grains and tubers in the north, meat and dairy in the centre, our already famous Patagonian lamb or our fish and shellfish from the Atlantic coast to the seas in the south. In these cases, the place of origin and production of each ingredient are respected, without having to transport them thousands of kilometres to get to the diner's plate. So, in this way, destinations are also given a boost through their cuisine, as people travel to consume these excellent foods instead of moving the food to the great centres of consumption.

Continuing this line of work should not be a choice but an obligation for us who are here today and for those to come in the future. Increased awareness and sustainable behaviour in our cooks will lead to the emergence of new trends and changes in kitchens throughout the world. In this way, we can continue to enjoy the abundance our planet so generously offers for centuries to come.

fehgra.org.ar

Jorge López Cortés



A brief summary of the SETE study “Gastronomy & the Marketing of Greek Tourism”

Aggeliki Karagkouni

Project Manager

Association of Greek Tourism Enterprises



In 2009, SETE, the Association of Greek Tourism Enterprises, conducted a study with the aim of making gastronomy one of the key reasons for tourists to choose Greece as their holiday destination in the next 3-5 years. SETE in cooperation with outsourced researchers posed three research questions:

1. What are the key characteristics (product & promotion) of the top gastronomic destinations?
2. How do experts evaluate the current Greek gastronomic offer?
3. What is the form of the appropriate marketing plan in order to connect gastronomy with tourism?

As for the first question, the research showed that in top gastronomic destinations (e.g., France, Spain, Italy, etc.) gastronomy in the tourism context includes a mix of products, services, activities that underline the typical products and recipes of a region, the talent and creativity of those who prepare them, and the uniqueness and tradition of a place, so that they can offer the visitor a complete and memorable gastronomic-travelling experience.

A tourism portfolio of gastronomic products may consist of a wide range of elements, from restaurants with local cuisine to spa treatments with distinctive products (see Figure 1).

Popular gastronomic destinations show a high degree of “gastronomic patriotism” and they also:

- ▶ Promote a wide assortment of local cuisines
- ▶ Develop new gastronomic products
- ▶ Connect gastronomy with local tradition & culture
- ▶ Connect tourism with agriculture & food/beverage processing fields
- ▶ Have excellent tourism portals
- ▶ Are “tourist-friendly”
- ▶ Develop synergies
- ▶ Are managed by professionals.

As for the second research question, experts declare that Greek cuisine has gained many fans abroad thanks to its particular character. The variety of mezes, the simplicity of food preparation, the taste and nutritive value of fresh

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Greek products, have helped make it widely known and loved. In addition, young, passionate, creative chefs form with their passion a new trend, the New Greek Cuisine. Crete with its focus on local cuisine and Santorini with its distinguished modern cuisine, have proved that investing in gastronomy pays off. Other areas should follow their example. In almost every corner of Greece there are remarkable culinary resources that do not require large investments in facilities and fixed charges. What are needed instead are relatively small investments in marketing actions.

So, gastronomy must be incorporated as a distinctive product into the Greek tourism portfolio. Then, the marketing plan has three steps: formulating a dynamic gastronomic portfolio, developing a gastronomic brand and promoting it through the appropriate communication plan. Attention must be paid to the construction of a state-of-the-art gastronomic website, as it is the key tool of successful promotion.

The benefits of connecting gastronomy with tourism feed into to a wide array of financial activities. With regard to tourism, it is proven that on the one hand, good food is an important source of satisfaction for the tourist and on the other hand it incites higher tourism expenditure. Once a tourist discovers that a location has good food, he/she is willing to spend larger sums of money, e.g., by trying out dishes at restaurants, by buying culinary gifts and so on. With regard to the overall gain, it has been noted

that when tourism consumption is directed towards local gastronomy, it reinforces the local economy, agricultural production and the food processing sector. **If Greece takes a systematic approach to the link between gastronomy and tourism, it will soon discover that tourism can gain an obvious comparative advantage and a significant source of income for the country's economy.**

sete.gr



Aggeliki Karagkouni

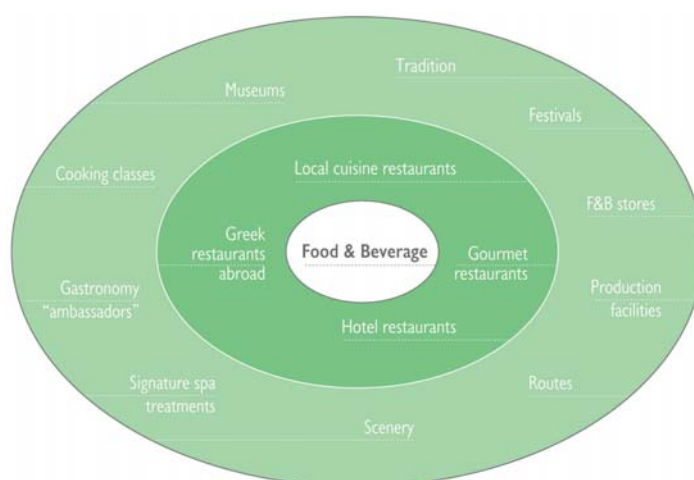


Figure 1.

An indicative tourism portfolio of gastronomic products

Source: SETE, 2009, Gastronomy in Greek Tourism Marketing

Fine Dining: an 'awakening to art de vivre' Relais & Châteaux-style

Jaume Tàpies,
President, Relais & Chateau



The Relais & Châteaux Association, a collection of more than 500 charming hotels and gourmet restaurants in almost 60 countries, offers its unique vision of fine dining as a perfect blend of hospitality, creativeness and tradition.

What if the story had started much earlier? Before that moment when you were looking out at the sea with a deliciously grilled sea bass and seasonal vegetables nicely presented on your plate. Like a masterpiece displayed in an art gallery. A moment of utter fulfilment which will last well beyond the meal itself... the stuff of memories. Before that moment, before you had even tasted it, there was the germ of a desire: you yearned to enjoy a unique experience. As if cuisine had that magical power of awakening all the senses, of creating surprises and maybe even... happiness. So that is where the story begins. At the time when the Chefs of the Relais & Châteaux Association came together to make of fine dining an 'awakening to art de vivre'. This is much more than merely the act of cooking and the ingredients used. **Fine dining, Relais & Châteaux-style, is a timeless experience that lies above and beyond material luxury, one that appeals to all the senses.**

Unique culinary experiences, all around the world.

The Association was founded by French members in 1954 and has its roots in French gastronomy and yet Relais & Châteaux cuisine finds its expression and is enjoyed in its characteristic fashion all around the world. We have a particular idea of what a dinner at a Relais & Châteaux means because every property has its own personality, and all our Chefs express their love for their regions and prepare ingredients from their local terroir with creativeness, authenticity and generosity.

Relais & Châteaux Chefs: a tale of sharing and innovation

Perhaps the talent of one person is really the talent of all? To learn from each other, to share a common passion for cuisine, to conjure up new flavours... the ambition that unites Relais & Châteaux Chefs is to promote fine dining, an art that is flourishing in the 21st century. Outstanding events have got off the ground: such as the Dîner des Grands Chefs, which brings together the Association's finest Chefs in unique places throughout the world (the Palace of Versailles in France or

Gotham Hall in New York in the United States). Cuisine is now a feast where anything is possible and bold strokes are brought off with elegance! The Relais & Châteaux Chefs have embraced the opportunity to offer luncheons on the lawn with seasonal ingredients in places where nature provides the finest backdrop to savouring top-quality meals.

Celebrating the senses is an art in itself!

The art of dining is not a separate art form. You cannot reduce the exceptional Relais & Châteaux fine dining experience to the elegant food on your plate, the breathtaking beauty of the place or even the attentiveness of the innkeeper. The talent of the Relais & Châteaux Maîtres de Maison and Chefs lies in being able to tune each separate art, and every single detail into harmony with each other. You might be captivated by the delightfully intoxicating scent of vanilla, by drops of ruby-coloured burgundy wine glistening on a glass decanter or by the elegant arrangement of a bouquet of roses. Be that as it may, none of these things alone can describe a Relais & Châteaux meal because the sensations it procures come from the experience as a whole.

Fine dining Relais & Châteaux-style fits no known definition. Rather it is the starting point for a journey of the senses. A journey to be travelled along the Route du Bonheur, the Road of Happiness... an itinerary which links a Relais & Châteaux property to the next and which covers the five continents of the world.

relaischateaux.com



Jaume Tàpies

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Educational Organizations

The Basque Culinary Center

Joxe Mari Aizega,
General Director of the Basque Culinary Center

In 2009, the Basque Culinary Center Foundation was created thanks to Mondragón University, Basque chefs and public institutions.

The Basque Culinary Center has the aim of ensuring the continuity of cuisine as a centre for innovation in the future, which also implies the generation of high-level knowledge and the training of qualified professionals; promoting research and knowledge transfer among haute cuisine professionals and business sectors and knowledge related directly and indirectly to gastronomy; and achieving an international profile.

Boosting technology transfer and innovation in companies in the sector is another of the center's major objectives, as well as the creation of new business initiatives and projects. In short, the BCC is a training, research and innovation project aimed at the development of the gastronomic and culinary sector, with a clear international calling.

It includes the creation of a Faculty of Gastronomic Sciences, which has highly qualified training offerings and a Research and Innovation Center in the area of Gastronomic Sciences.

Gastronomic Tourism

It is evident that the Basque Culinary Center has a clear potential for the development of certain activities of gastronomic tourism, aimed not only at culinary professionals but also food lovers and a more general audience.

Gastronomic tourism is based on the concept of getting to know and learning about the gastronomic culture identified with a given territory by eating, tasting and enjoying its food. Undoubtedly, this set of resources, products and services, built around an oenogastronomic tourism product, helps generate unique experiences for tourists, an activity that is fully in line with the new expectations of today's tourism demand which seeks experiences and memorable activities, that is to say, much more than just "visiting" a particular destination.

Gastronomic tourism, aside from being a unique tourism product that contributes to deseasonalization and which has a large cultural component, is becoming a model for the socio-economic development of rural and coastal areas and their productive areas through the generation of real

economic alternatives derived from boosting tourism that is centred on food and wine culture.

The BCC has established various general objectives with regard to tourism activity:

- ▶ To convert the Basque Culinary Center into a world reference for gastronomic tourism, aligning tourism strategy with the overall strategy of the centre.
- ▶ To develop a set of gastronomic tourism services that are of high quality, pleasant, attractive and unique in order to contribute to increasing the visibility of the Basque Culinary Center at the national and international levels and especially in the vicinity of San Sebastian and the Basque Country.
- ▶ To plan and properly market all tourism services in a way that highlights the values and the personality of the Basque Culinary Center in keeping with an image of prestige and quality.
- ▶ To attract a large number of visitors to the Basque Culinary Center, especially among the target audiences identified as the most relevant ones for the purposes of the institution.
- ▶ To ensure that each person who visits the Basque Culinary Center or who participates in any of its activities comes away truly satisfied and with full awareness of all the possibilities of the Center as a standard-bearer of Basque and Spanish cuisine.

The BCC represents an opportunity for the development of gastronomic tourism in the Basque Country. **Currently, 13.8% of tourists visiting the Basque Country do so for reasons related to gastronomy.** And in the rest of

visits, gastronomy is a decisive factor even when it is not the primary motivation.

The BCC could represent a very important inflection point in terms of the positioning and leadership of Basque and Spanish gastronomy worldwide. **Chefs from all around the world will receive training in the Basque Country** and thus the BCC has generated Professional Gastronomic Tourism in which future professionals, for both educational and leisure purposes consume products and live gastronomic tourism experiences.

Furthermore, the BCC has great potential to become the focal point for the dissemination of the gastronomic culture of the Basque Country for all kinds of visitors. In this regard, we should note:

- ▶ The quality of its architectural design
- ▶ The prestige of the Basque chefs who were behind the creation of the Center: Juan Mari Arzak, Pedro Subijana, Martín Berasategui, Andoni Luís Adúriz, Karlos Arguiñano, Eneko Atxa and Hilario Arbelaitz
- ▶ The strong support of world-renowned chefs through the International Advisory Board, chaired by Ferrán Adriá, and whose members are Rene Redzepi, Heston Blumenthal, Michel Bras, Alex Atala, Gaston Acurio, Massimo Bottura and Dan Barber
- ▶ And the location of the center in San Sebastian, one of the gastronomic capitals of Spain and of the world, with a high concentration of Michelin-starred establishments. The BCC has an active part and a leadership role to play among the tourism offerings of San Sebastian.

bculinary.com

Joxe Mari Aizega





Food safety – the Brazilian experience

Paulo Bruno,

Technical assessor of the Professional Education Department of SENAC and Coordinator of Food Safety Programs

Supplying food without incurring in health hazards is a regular theme in our discussion forums. In 2001, the Pan American Health Organization (PAHO) announced its concern with foodborne illnesses, and in 2005 the USA Centers for Disease Control and Prevention (CDC) announced an estimated 76,000 cases of such diseases in the United States of America, leading to 325,000 hospitalizations and 5,200 deaths in that country. In Brazil, the Ministry of Health's Hospital Information System (HIS) presented data from 1999 to 2004 that shows 3,410,048 hospitalizations related to foodborne illness, averaging 568,341 cases per year.

As an emerging country and a major commodities exporter that displays strong tourism centered trade, Brazil was, by the end of the last century, lacking in fitting measures to reverse this situation. **There was clearly the need to interfere positively in food production.** Basic tools for this task were already known internationally, specifically the APPCC (Análise de Perigos e Pontos Críticos de Controle) system, known outside Brazil as Hazard Analysis and Critical Control Points - HACCP. The effective implementation of such tools that prevent contamination by physical, chemical or biological elements has been called Food Safety, part of the overall concept of food security, as defined by the World Food Summit from the World Health Organization (WHO) in 1996.

Responsive to this need, five institutions of the Brazilian "S System" (Serviço Nacional de Aprendizagem Comercial / SENAC, Serviço Nacional de Aprendizagem Industrial / SENAI, Serviço Brasileiro de Apoio a Micro e Pequenas Empresas / SEBRAE, Serviço Social do Comércio / SESC e Serviço Social da Indústria / SESI) began an important initiative last decade. Initially called the "HACCP Project," it was chiefly dedicated to the dissemination and implementation of this tool. These institutions incorporated the experience they gained in doing so as the basis for a mutual project concerning Good Practices (manufacturing, production, transportation, distribution, handling etc.), that in 2002 became known as Programa Alimentos Seguros / PAS (Food Safety Program / PAS), nationally recognized to this date.

Several specific legal statutes and standards for certification were developed and produced, either suggested or overseen by this program's agents. The partnership with ABNT (Associação Brasileira de Normas Técnicas), through the Special Study Committee for Food Safety, is a good example; together they developed and launched the first

Brazilian standard focused on Food Safety, called NBR 14900 - Management System for the Analysis of Hazard and Critical Control Points in 2002, based on ISO 9000, the Codex Alimentarius and two internationally adopted European standards: the Danish and Dutch standards. This Commission has recently developed specific standards for food service (NBR 15635 - Foodservices) and has been working on the translation and analysis of other standards for this issue, aiming at their future adoption by Brazil and Mercosur.

A highlight from the standpoint of community impact concerns promoting behavior changes, thus triggering a positive social phenomenon focused on food safety. Programa Alimentos Seguros / PAS has trained hundreds of consultants based on this. During thirteen years of work, thousands of businesses have already adopted the PAS methods of Best Practices and HACCP deployments. A part of the PAS plan called PAS Consumer has been working directly with lay population for years, generating different views and attitudes related to household food security. If we specifically consider issues related directly or indirectly to tourism, many PAS activities in partnership with the Brazilian Ministry of Tourism come to mind, such as those in cities along the

groups such as “bairros do acarajé”. Large supermarket and fast food chains have also been assisted by the Program.

Considering PAS data sourced only from SENAC which refers to Food Safety activities carried out by its own Regional Departments between the years 2007 and 2011, so far PAS has serviced 3,054 establishments and 54,556 people.

Recently, in 2011, a research firm was hired to produce indicators to survey the Brazilian business community's satisfaction with PAS. After establishing the sampling criteria, the following results were obtained: 96% stated that PAS helped them to adjust the company to existing legal requirements, 85% reduced their costs or losses from such assistance, 62% increased customers numbers, 97% improved their products or processes, 82% perceived greater appreciation of their brand, 87% said PAS helped them to select and evaluate suppliers, 98% emphasized that the PAS inclusion statement is important for their business, 91% wished to renew their statement of inclusion in PAS.

In brief, both measurable and intangible indicators have pointed to important conclusions about the work undertaken so far: the Programa Alimentos Seguros / PAS, carried out by the aforementioned five institutions, has effectively acted as an inducer in the evolution of best practices in food companies as well as in related food safety policies, besides promoting the culture of safe food in Brazil.

senac.br

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Paulo Bruno

Presentation of the B.E.S.T. concept for the World Tourism Organization

Ecole Hôtelière de Lausanne (Switzerland)

The students and cooks of the Ecole hôtelière de Lausanne (EHL) devised the BEST concept in 2007 as a result of a growing awareness of respect for the environment, borne out by many news items published in the media and reporting the climate problems with which we were confronted.

Driven by this impetus, a working group was established in order to devise a food concept for our institution, its main aim being to reduce the CO2 impact for the meals served at our School, while maintaining high-quality production.

The project was launched in one of our restaurants, serving 100 meals per day. During this 4-year test phase, more than 120 menus were devised with this concept, which enabled the tool to evolve continually.

In 2011, the finalized B.E.S.T. concept was implemented in a part of the main restaurant of our institution, for a real-life-sized trial with an output of 500 meals per day.

The B.E.S.T. concept

BEST represents the four pillars of a sustainable diet:

- ▶ “Organic” (Biologique) - Products produced under certified conditions and in harmony with nature. Products referred to as “organic” do not contain any chemical products, or aromas or taste exhausters
- ▶ “Fair trade” (Equitable) - The fair trade label ensures guaranteed minimum prices for producers, long-term commercial relationships, acceptable working conditions for farmers, fair trade development projects and healthy production for the environment
- ▶ “Seasonal” - Seasonal products are food products that have grown naturally and are ready to be harvested in a region at specific times of the year. The term “naturally grown” rules out any product coming from greenhouses
- ▶ “Local” (Terroir) – “Local” denotes local products and those of Swiss origin, for example. The local label supports local agriculture and traditional production in the country of origin and seeks to reduce transport – commonly referred to as “food kilometres” – and to encourage short supply chains.

B.E.S.T. indicator

Since the concept was implemented, each starter, main course and desert have been evaluated in terms of the four fundamental pillars of BEST: Organic – Fair Trade – Seasonal – Local. The main ingredients of a dish were awarded points between 0 and 10 according to the following criteria:

Organic

Label	No Label
0	10

Fair Trade

Label	No Label
0	10

Seasonal

Seasonal	Deep frozen, canned, packed	Not seasonal
10	3	0

Local

CH Switzerland	Europe	Outside Europe
10	3	0

The sustainable development index is the result of the average of the marks awarded to the ingredients of the dish:

- Red dot on the map: **0 – 4** to be avoided
- Orange dot on the map: **5** partially acceptable
- Green dot: **6 – 10** favourable

“The advantages and drawbacks” of the B.E.S.T. concept

Although the concept has created a growing awareness of “eating sustainably” within the community of our School and has led to changes in the pattern of food & beverage operations at EHL (purchases, menu design, etc...), the project is far from completed. It still has considerable potential for improvement, above all in connection with an algorithm that will make it possible, in the coming years, to calculate more accurately the weight of CO2 of each food associated with the recipe and the menu served to the different customers at the School’s various catering outlets.

Project follow-up

The EHL management wishes to continue the development of the B.E.S.T. tool, so as to make it simple and easy to understand for all the types of customer who are interested in this product. **This programme forms part of the institution’s research philosophy.** The tool will be validated scientifically in 2012 and be implemented on a broad scale in 2013.

ehl.ch

UNWTO Affiliate Members Programme presents **www.platma.org**, the professional online network for the Organization's Affiliate Members. The network was launched in January 2011 in collaboration with SEGITTUR and provides a space for the public and private sectors in global tourism to meet, share knowledge, experience and best practices using a range of multimedia tools.

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The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.

UNWTO Affiliate Members bring together over 400 companies, educational & research institutions, destinations and NGOs whose activities are related to tourism and which contribute to the UNWTO their knowledge and expertise to promote the development of tourism that's responsible, sustainable and accessible for everyone. Over 80 countries are represented among the Affiliate Members, the world's premier forum for exchanging tourism knowledge.



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