



# **Gastronomic tourism: theory and practice**

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**ENTREPRENEURIAL DISCOVERY FOCUS GROUP ON TOURISM  
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# Outline

- Background context: gastronomic cities networks
  - Gastronomy and Tourism: theoretical framework!
  - The project: Gastronomic Cities
  - Main activities and results
-

# Background context

## Sustainable Food Cities Network

**Sustainable Food Cities Network**

About Get involved Key issues Find a city Resources Campaigns News & events Contact us

### We can help

Ready to make your city, town or borough a Sustainable Food City?

**Get started**

What is the Sustainable Food Cities Network?  
We are encouraging public, private and third sector organisations and local communities to work together to improve their food system and to use food as a catalyst to tackle local challenges.

**Find out more**

**Find a Sustainable Food City near you**

## Eating City – International Platform

**EATING CITY**  
INTERNATIONAL PLATFORM  
2010 - 2014

HOME ABOUT AGENDA PROJECT MANIFESTO PARTNERS CONTACT ECOMEAL NEWS

### Why Eating City ?

A city eats food it doesn't produce. In 2030 the 70% of the world's population will live in an urban context. The health expenditure has doubled for the past 15 years, in part due to the increase of food related diseases.

**MORE INFORMATION**

**ED NEWS** Schools can provide great opportunities for healthy lifestyles education. Improving nutrition through school canteens should be one of the priorities for every...

## Cittàslow Int



Search

Search...

Association

How to become

Organization

Charter

Philosophy

Projects

Documentation

**CITTASLOW**  
INTERNATIONAL

HOME ASSOCIATION SCIENTIFIC COMMITTEE NETWORK ACTIVITIES EVENTS PRESS

### Internationalt Bynetværk for Det gode Liv

Home » Association

#### About Cittàslow Organization

The Movement of cittàslow was born in 1999 through the Paolo Saturnini's brilliant intuition , past Mayor of Greve in Chianti, a little town of Tuscany.

The new idea of considering the town itself and thinking of a different way of development, based on the improving of life quality , moved him to spread his thoughts all over our country. Fastly his ideas were endorsed by Mayors of towns of Bra ( Francesco Guida) , Orvieto ( Stefano Cimicchi) and Postano ( Domenico Marrone) as well as they met later the president of slow food Carlo Petrini's support. The main goal of cittàslow , was and still is today, to enlarge the philosophy of Slow Food to local communities and to government of towns, applying the concepts of ecogastronomy at practice of everyday life.

Municipalities which join the association are motivated by curious people of a recovered time, where man is still protagonist of the slow and healthy succession of seasons , respectful of citizens' health , the authenticity of products and good food, rich of fascinating craft traditions of valuable works of art, squares, theaters, shops, cafés, restaurants, places of the spirit and unspoiled landscapes, characterized by spontaneity of religious rites, respect of traditions through the joy of a slow and quiet

## Sustainable Food in Urban Communities

### SUSTAINABLE FOOD IN URBAN COMMUNITIES / BLOG

ABOUT PROJECT TOPICS TRANSNATIONAL MEETINGS THE 10 CITIES

**CITY OF AMERSFOORT (NETHERLANDS)**  
January 2013

See city

## Creative Cities – Gastronomy UNESCO

United Nations Educational, Scientific and Cultural Organization

### Creative Cities Network

UNESCO » Culture » Themes » Creativity » Creative Cities Network

**Creativity**  
Creative Economy Report 2013 Special Edition  
UNESCO Creative Cities Beijing Summit

**Creative Cities Network**

- Application FAQ
- About Creative Cities
- External Evaluators
- Why cities ?
- Why join the Network?
- Who are the Members ?
- Network Activities

**Gastronomy**  
Appointed Cities :

Popayán City of Gastronomy

CHENG DU City of Gastronomy

ÖSTERSUND CITY OF GASTRONOMY

ZAHLE

JEONJU 한바탕 전주

**RESOURCES**

The Creative Cities Network

- Evaluation and Studies
- Interviews and Articles
- Contact us

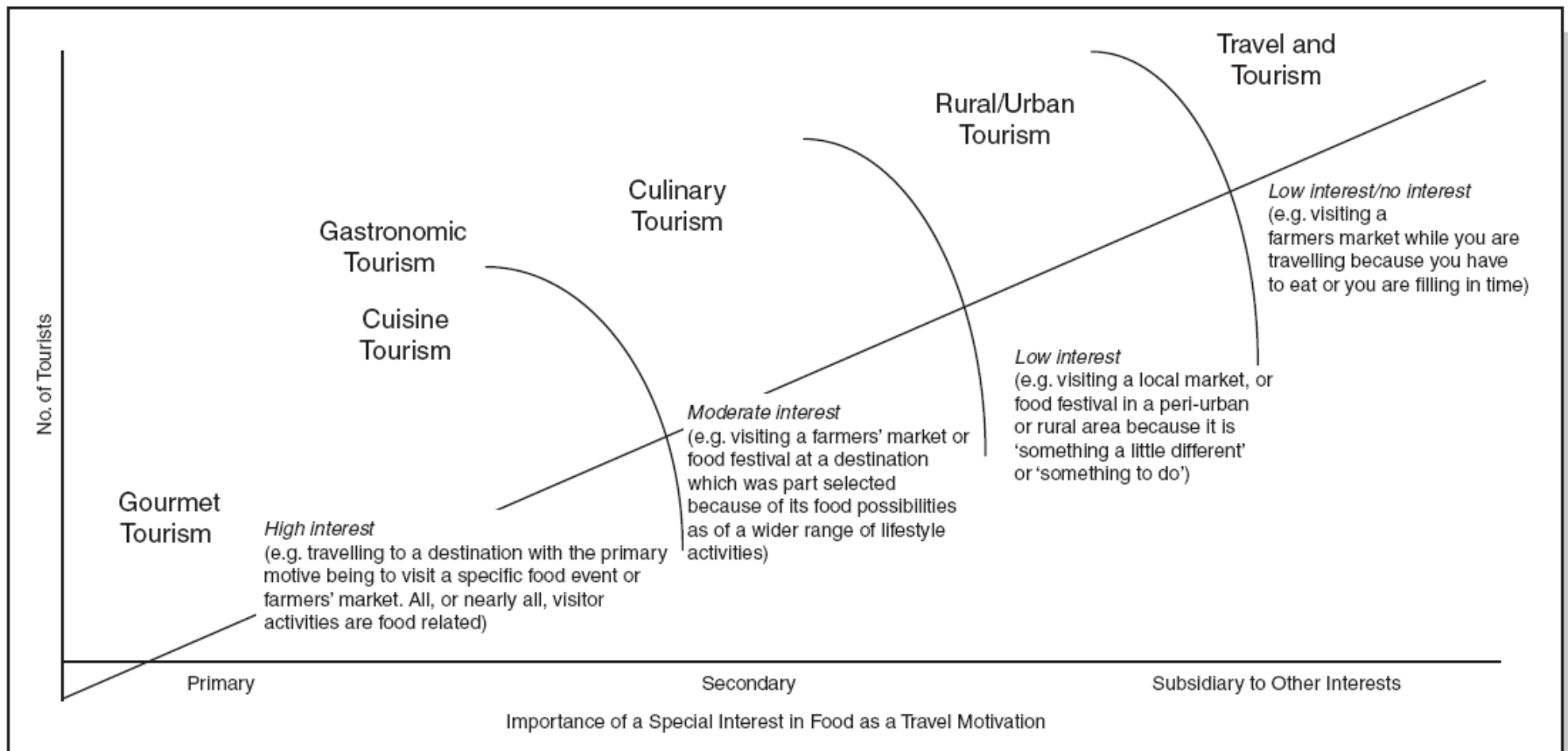
**Thematic Networks**

- Literature
- Film
- Music
- Crafts and Folk Art
- Design
- Media Arts
- Gastronomy

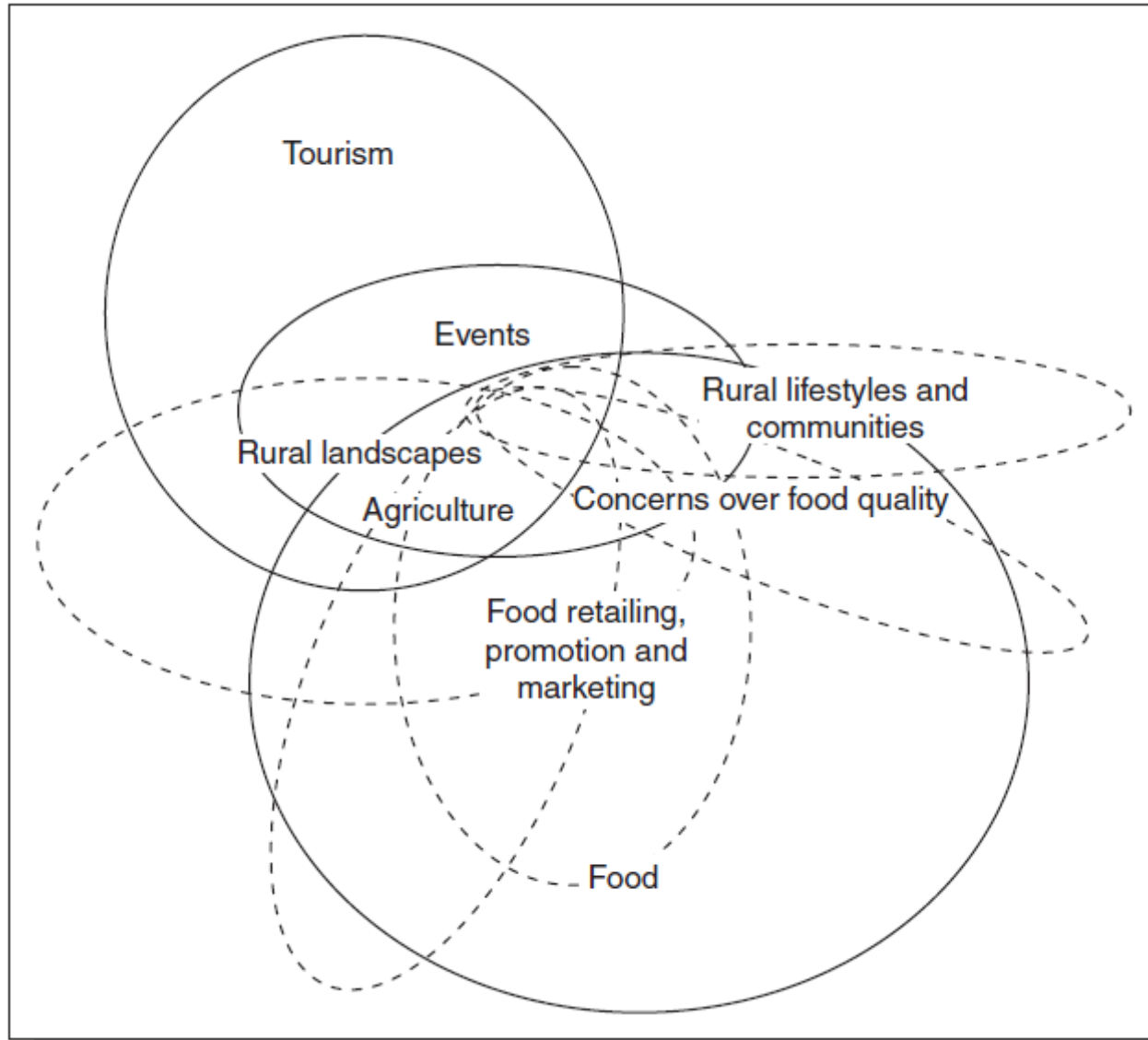
Facebook Photo Gallery

# Food and Gastronomic Tourism

**Definition:** “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel” Hall and Mitchell (2001)



# Food and Gastronomic Tourism



Hall and Sharples, 2003

# Theoretical Framework (1)

## Local Food & Gastronomy > Branding places

- From local food & wine to stakeholder engagement:
    - Examples:
      - The implementation of sustainable wine practices in the local wine industry through stakeholder engagement and participation:
        - Case of US & New Zealand, Marshall et al., 2011
      - Stakeholder engagement practices in the field of food & wine festivals
        - Different cases in Europe (Cavicchi & Santini, 2014) and in the World (Hall & Sharples, 2008)
      - The linkage between product & stakeholders:
        - What is typical is strongly linked to the hosting community, so stakeholder engagement is facilitated
          - » Community sees itself as the factory; social sustainability achieved through local products helps in pursuing stakeholders' engagement (Savoja, 2011)
  - The strategic importance of gastronomy for promoting a place:
    - Using food and wine for differentiating places and promoting tourism (Haven-Tang & Jones, 2006)
-

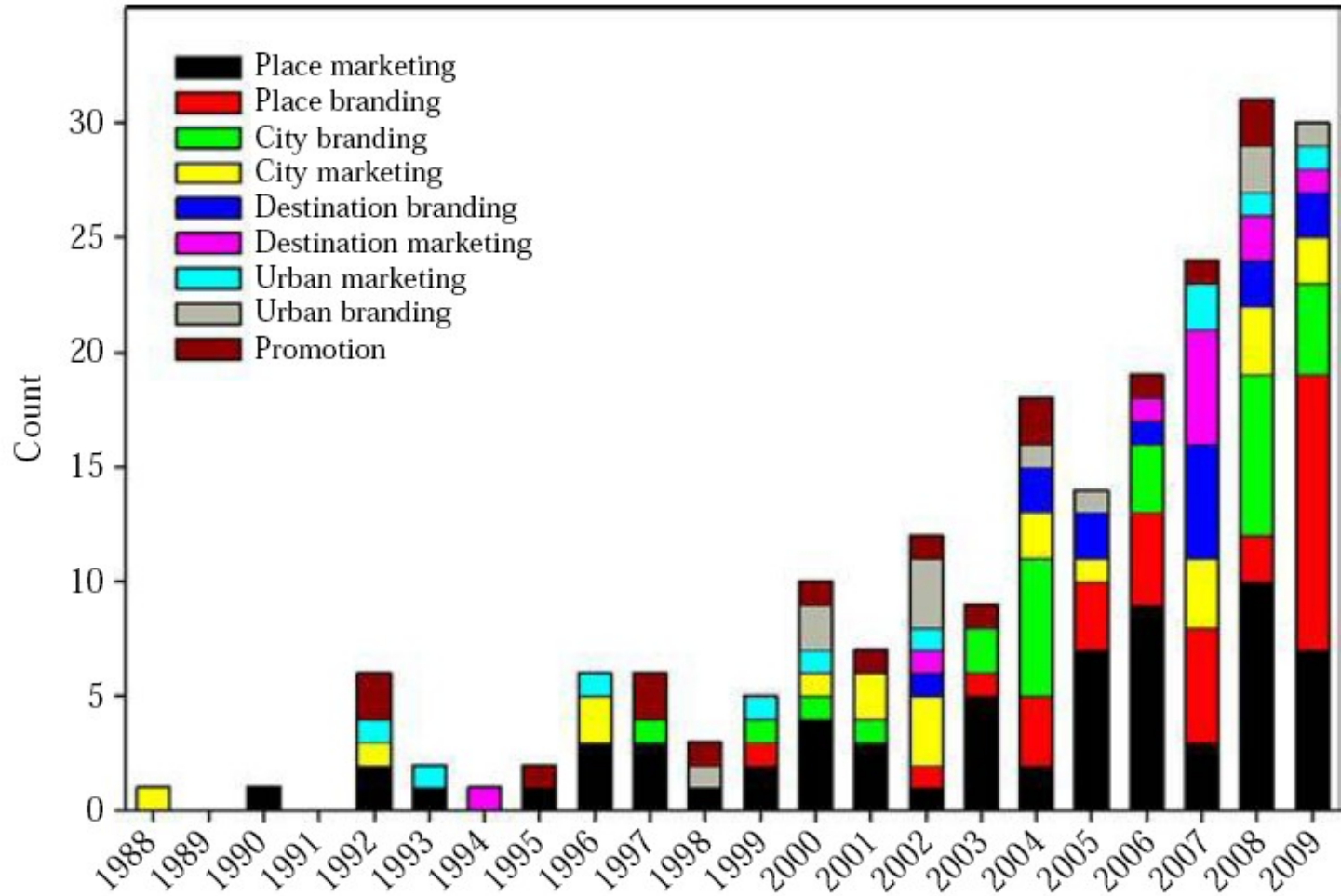
# Theoretical Framework (2)

## The urgency for branding

- «Branding is perhaps the most powerful marketing weapon available to contemporary destination marketers» (Morgan & Pritchard, 2002, p.11)
    - Branding enhances destination image among visitors and assists DMOs in measuring achievements (Blain et al., 2005)
    - Effective for achieving a differentiation (Blain et al., 2005; Pike, 2004)
    - It helps in the identification of something that represents a place
    - The state of the tourism industry pushes for destination branding:
      - A vast choice of destination
      - A high presence of niche players in a crowded marketplace
    - The rise of “entrepreneurial cities” and entrepreneurial modes of urban governance (Griffiths, 1998; Hubbard and Hall, 1998)
-

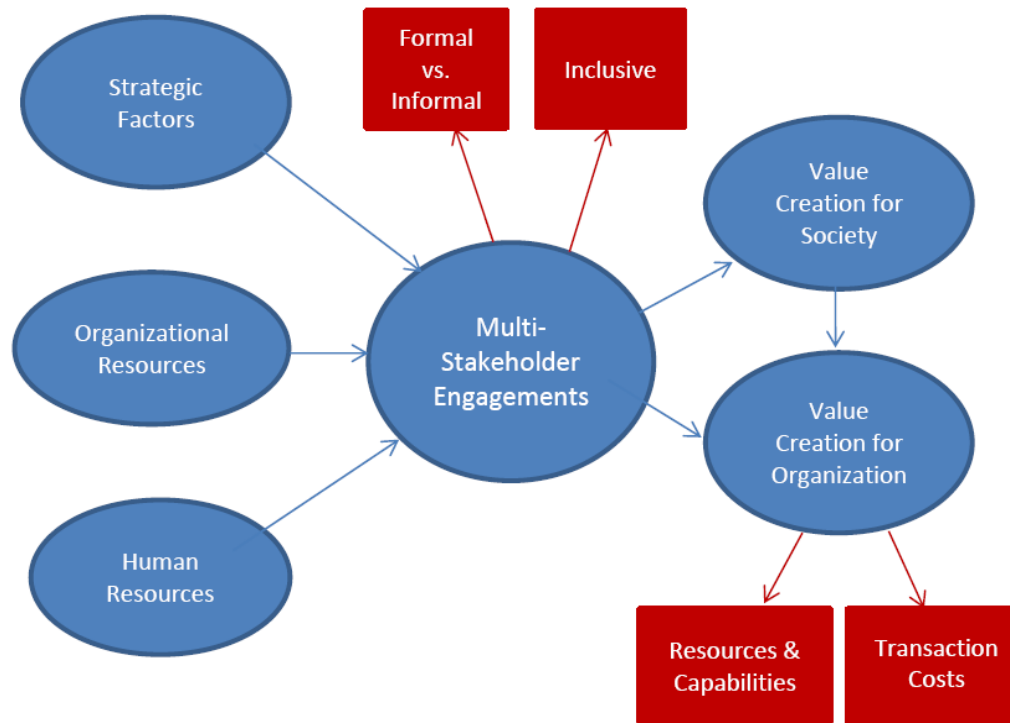
# Theoretical Framework (2)

## Branding Cities: labels used to describe the city branding research domain



Source: Lucarelli and Berg (2011): City branding: a state-of-the-art review of the research domain; Journal of Place Management and Development

# Branding and stakeholder engagement



- Multi-stakeholder actions are processes “in which actors from civil society, business and governmental institutions come together in order to find a common approach to an issue that affects them all” (Roloff, 2008).
- “.. the most effective place branding initiatives are those where a wide range of local players are involved and energized. On the contrary, initiatives, which do not engage, and in some cases alienate local stakeholders, are almost always destined to fail” (Houghton and Stevens, 2011, in Halme, 2014)
- “.. It is the conflicting voices of different stakeholder groups that contribute to the place brand, arguably adopting a brand – as - dialogue approach.” (Baker 2007, in Halme 2014)

# Wicked problems in Tourism and Agribusiness

Wicked problems” refer to issues which are highly **complex**, have **innumerable** and **undefined causes**, and are **difficult to understand and frame**.

- there is broad disagreement on what ‘the problem’ is
- the search for solutions is open ended
- Imply a wise stakeholders’ management
- The problem solving process is complex because constraints, such as resources and political ramifications, are constantly changing

(Roberts, 2000)

Thus, wicked problems cannot be resolved through finding “right answers” or “solutions”, but rather, **they must be managed**.

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# Gastronomic Cities

## BURGOS Experience

CEG\_2013

Capitales CEG

Recomendado

Eventos

Panorama gastronómico

Denominación de origen

Rutas

Search

## Capital Española de la Gastronomía



Return to the



PRESENTACIÓN

NOTICIAS CEG

ENLACES RECOMENDADOS

### PLACES

## Burgos, Gastronomic Capital of Spain 2013

Ricardo Migueláñez, Editor of Qcom.es and Wiki Spanish Food

The Gastronomic Capital of Spain event, sponsored by the Spanish Hospitality Industry Federation (FEHR) and the Spanish Federation of Tourism Journalists and Writers (FEPET), aims to promote gastronomy, at both national and international level, as one of Spain's main tourist attractions. According to the most recent data from Turespaña, of the 59.2 million tourists that visited Spain, five million came exclusively for culinary tourism.

The idea is simple. Each year a different city is named Gastronomic Capital of Spain, a title that is held from 1 January to 31 December. Logroño-La Rioja had the honor in 2012. At the end of the year, on December 18, the jury unanimously chose Burgos to hold the title in 2013.



Burgos has a very rich and well-known culinary offer. Every year, the city's magnificent cathedral attracts thousands of tourists, who also take advantage of the exquisite food at local restaurants.

The central streets near the cathedral, and San Lorenzo street in particular, are chock-a-block with bars and restaurants serving typical tapas and pinchos, including *las cojanudas*, which consist of a quail's egg with red pepper and spicy chorizo atop a slice of bread, and *la cojanuda*, in which morcilla is used instead of chorizo.

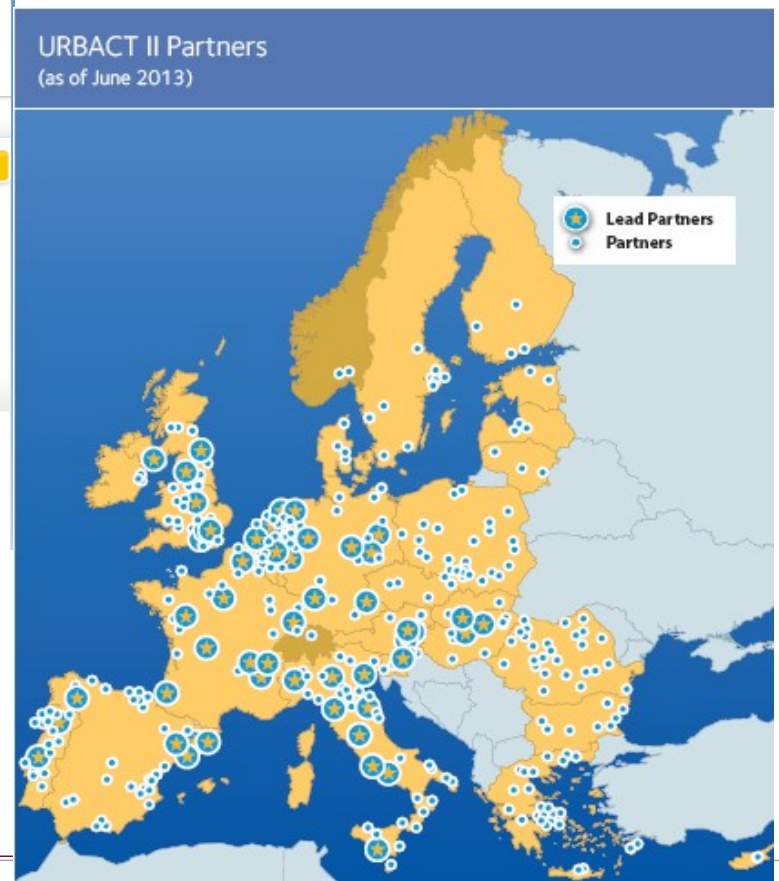
The history of morcilla is inextricably linked with that of the city, where it is served in countless recipes and varieties. Other classics worth trying in Burgos are *tigres* (stuffed mussels) and *patatas bravas* (fried potato squares topped with a spicy sauce), even if they aren't served as free tapas with your drink.



# Gastronomic Cities

- Our participation in URBACT project «Gastronomic Cities»

The screenshot shows the URBACT website homepage. At the top left is the URBACT logo with the tagline "Connecting cities Building successes". To the right is the European Union logo and the text "European Union European Regional Development Fund". Below the header is a navigation menu with categories: ABOUT URBACT, URBACT CAPITALISATION, OUR PROJECTS, GET INVOLVED, NEWS & EVENTS, and DOCUMENTS & RESOURCES. A search bar is also present. The main content area features a "NEWS" section with two articles: one dated 12 FEBRUARY titled "And what if we tried to put food at the center of city planning?" and another dated 07 FEBRUARY titled "Workshop: Monitoring Sustainable Urban Development Plans Using". A sidebar on the left lists various sections like "URBACT at a glance", "URBACT in words", "URBACT in figures", "URBACT in dates", "Our missions", "Our organisation", "URBACT People", "Our funding", and "URBACT 2014-2020".



# Gastronomic Cities: the URBACT Method



Giving City (Best practices):  
Burgos – SPAIN (178.000 inhabitants)

Receiving Cities:  
Hospitalet de Llobregat (257.057)  
SPAIN

Alba Julia (58.000) – ROMANIA  
Korydallos (63.455 ) – GREECE

AND

Fermo (37.274) – ITALY



# Gastronomic Cities

The city of Burgos considers that transfer of good practice based on gastronomy:

- It is easy to understand and to be embraced by stakeholders.
- All territories have gastronomic elements, primary resources as well as professionals to develop and implement a joint tourism and gastronomy strategy; urban gastronomic tourism gives multiplier effects on rural development in wider area.
- The relationship between tourism, gastronomy and culture is in the DNA of all territories and basis for experience tourism and economy.
- No need for big investments and new policies.
- Gastronomic tourism can be developed and can give results on the short – medium term.
- Visible results on short term help to achieve consensus among city stakeholders about major questions of strategic development and policy and contribute to governance improvement.

# Gastronomic Cities: the URBACT Method

## URBACT II

▪ **European Programme of Territorial Cooperation 2007-2013**  
(jointly financed by ERDF and Member States – budget 69 M€ )

▪ **Main objective**  
**To promote Integrated & Sustainable Urban Development**

▪ **Operational objectives**

- **To facilitate exchange and learning among EU cities**
- **To draw lessons, build knowledge** based on cities' experience (capitalization) & **disseminate** good practices and lessons learnt
- **To support policy-makers and practitioners** to improve policies for sustainable urban development (capacity building)

▪ **Main tool:** Transnational City **Networks** (8-12 partners – 33 months)

→ **URBACT = the ETC programme dedicated to transnational cooperation & capitalisation on urban issues**



- 1. POLITICAL DECISION MAKERS/ADMINISTRATION
  - a. Mayor/Mayors office
  - b. Representative of City council
  - c. Representative of City administration
  - d. Representatives of regional/provincial administration
- 2. PROFESSIONAL GASTRONOMY/TOURISM ORGANIZATIONS
  - a. Tourism associations
  - b. Gastronomy associations
  - c. Wine producers associations/suppliers
  - d. Agri-Food production associations/suppliers

### 3. ACTORS/ACTIVE PARTICIPANTS IN THE PROJECT

- a. Chefs/Cooks
- b. Restaurateurs
- c. Event organizer
- d. Hoteliers
- e. Transport organizers/providers
- f. City police (organizing road traffic, parking, having problems with visitors,..)
- g. Education & training institutions - h. NGOs

### 4. USERS/BENEFICIARIES OF THE PROJECT

- a. Citizens
- b. Representatives of citizens
- c. Tourists/Visitors/Representatives of visitors (workers in tourist promotion organization, tourist information centers)

# Gastronomic Cities: main activities and results

Burgos Deep Dive - Technical visit to the “city providing the practice”.

1st staff exchange - “Devora es Burgos”

2nd staff exchange - “Chefs Exchange”

3rd staff exchange - “Zero Km producers exchange”

1 Transnational event organized in Fermo showing the partners “Tipicità 2014 Edition”

3 Transnational events in each participating city: Alba Iulia, Korydallos and L’Hospitalet de Llobregat

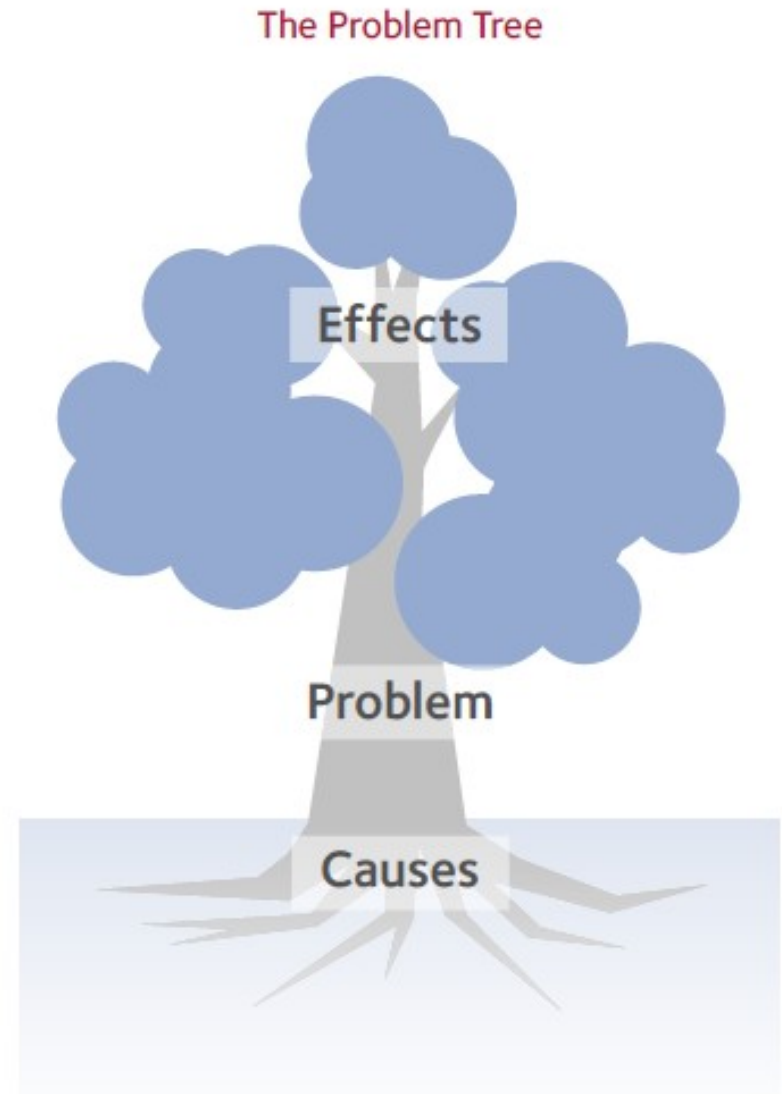
At local level, we have established the Fermo ULSG in February 2014 presenting the project and its strategy during the assembly of Marca Fermana Association (DMO)

The role of University:

-Facilitator of 3 Stakeholders meetings

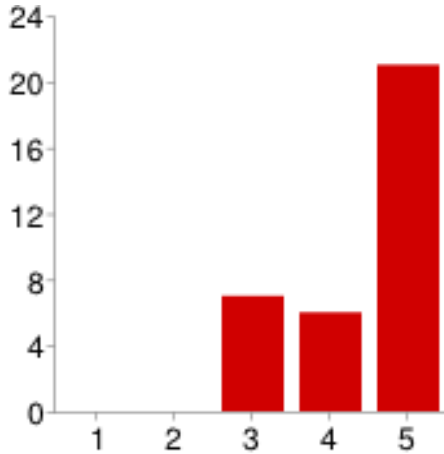
-1 survey among stakeholders on the main desired activities

-Involvement of the «Degree of Tourism» students

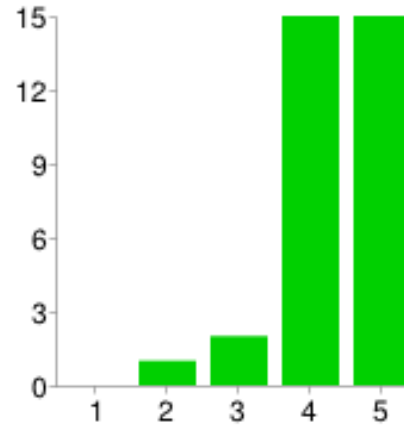


# Gastronomic Cities: main activities and results

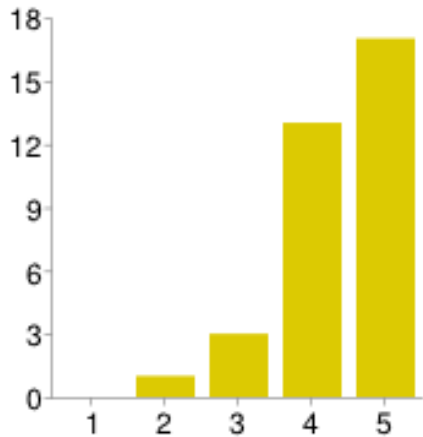
**A. Farm Visits/Tour and tasting**



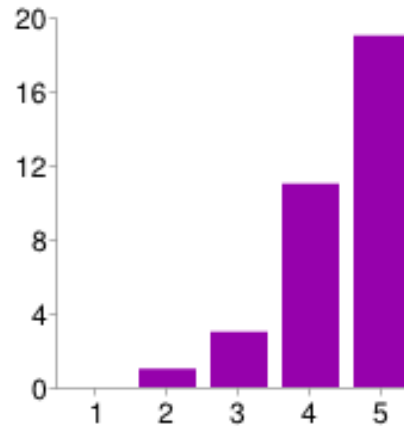
**C. Walk into vineyards while tasting wines**



**B. Agricultural experience taught by farmers**

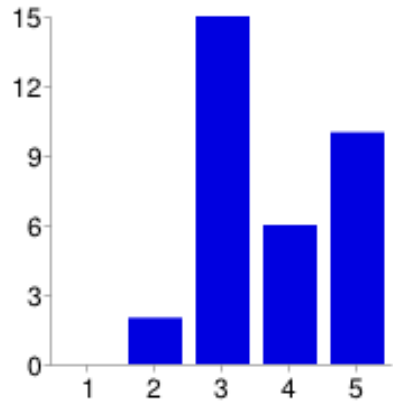


**D. Cooking classes held in agritourisms**

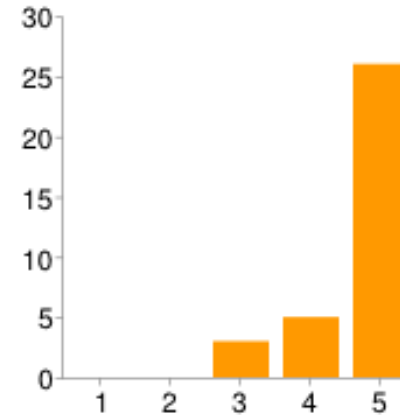


# Gastronomic Cities: main activities and results

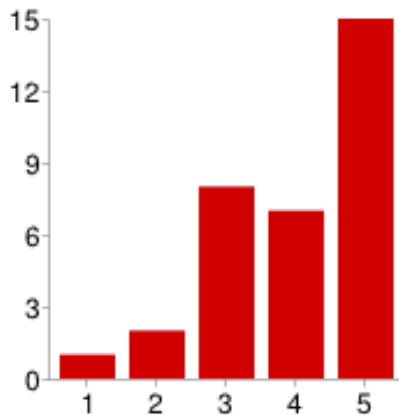
**E. Literary events linked to gastronomy or to local brands and long-established companies**



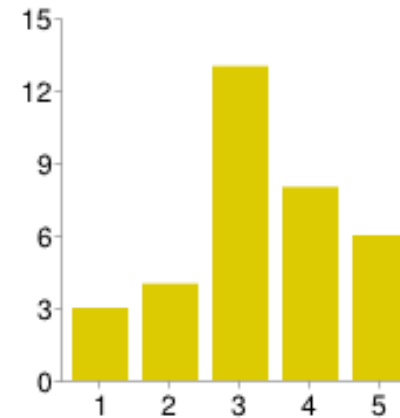
**F. Events in the Fermo City Centre involving local businesses**



**G. Increasing the quality of street food offer and facilities**

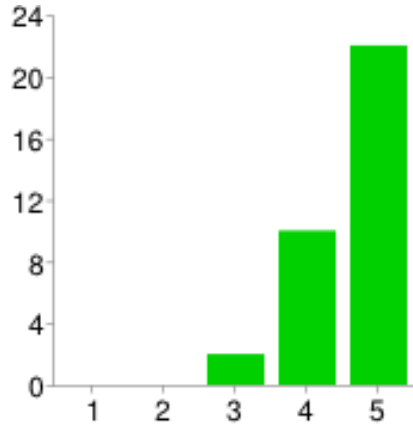


**H. White gastronights**

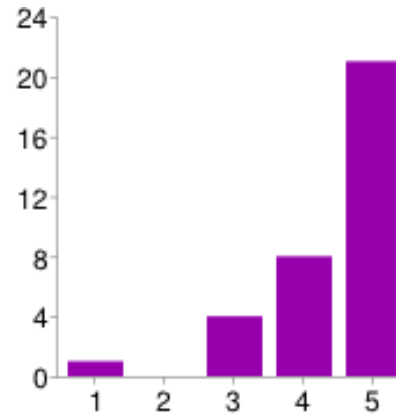


# Gastronomic Cities: main activities and results

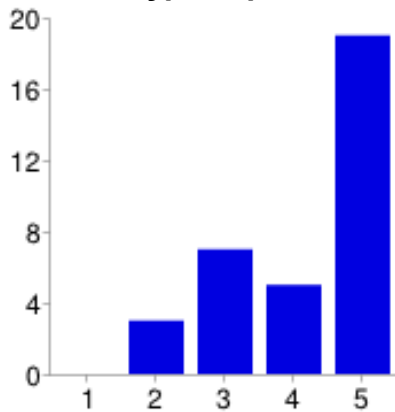
**I. Increasing relationship between education, research and business**



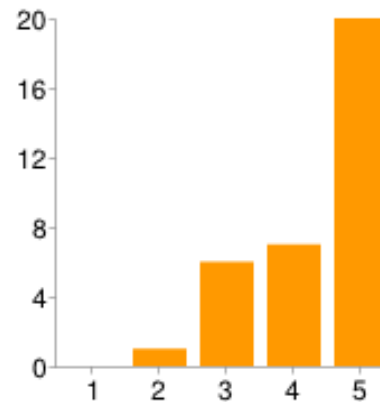
**L. Exploiting existent travel guides by the means of web marketing and social media**



**M. Organizing foreign chef competitions on local typical products**



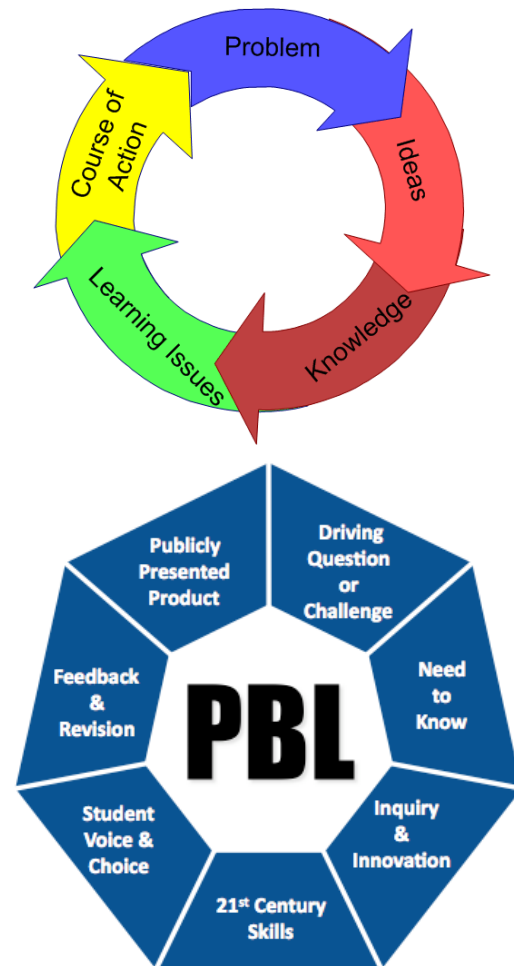
**N. Initiatives to increase the dialogue between farmers and hospitality actors**



## Problem-based Learning (PBL)

- Student-centred
- Learning thru problem solving
- Active learning
- Discovery
- Facilitator instils confidence, encouragement & extends...

Problem-Based Learning Process



# Gastronomic Cities: main activities and results

University co-creation for sustainability:

-Beyond the “Third Mission”

-Young students dealing with entrepreneurs to discover their “smart specialisation”

-Mutual exchanges: what the job market really needs?

-Cross-fertilization involving colleagues from abroad (in this case prof. Robinson from Australia - experts in Food Tourism)

-Suggesting Local Action Plans – not the “magic potion” but giving the chance to the most involved, committed and motivated entrepreneurs to carry on the path!



# Gastronomic Cities: main activities and results

- Development of a specific strategic document (LAP) where gastronomy and tourism are linked with culture
- There is evident political commitment and support to gastronomic tourism development from the municipality and province administration
- There is the potential for a strong Destination Management Organization – Marca Fermana DMO - but there is a need to further strengthen inter-sectorial cooperation
- **“Mutual trust” among stakeholders as been detected as both a current social problem and an essential issue to be solved for effectively planning and developing tourism strategies**
- The suggestions received by Burgos as Giving City to stress the importance of in-kind and reciprocal contribution, has been felt by all the stakeholders as a crucial step to follow
- Internal and external efforts for communication and promotion are strong, but players in this sector are aware of the necessity to use new e-tools, looking for niche markets and cross marketing opportunities.
- The whole project has been important to increase stakeholders’ self-consciousness about the presence of huge cultural heritage and tradition. Stakeholders have been proud to take part of such international project, through a strong and tireless dialogue with the local team, interacting with the university and participating to staff exchanges.

# THANKS!

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