Innovative potentials of gastronomy tourism – in harmony with nature

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Feeding tourists......
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Contrast: pincet and celebrity cooking
Feeding tourists is a very standardized affair. Not many calories for the brain.

**Main arguments:**
Innovative discourses point to more sustainable and integrative formats of gastronomy and tourism. But tourism organizations and enterprises need also to be more proactive in order to ensure both new and wider touristic experiences and better harmony with nature.
Innovative emerging trends in gastronomy and tourism:

• Getting closer to the resource
• Curating landscapes and built heritage
• Encouraging connectivity
• Advancing smart transparency
Getting closer to the resource

Wadden Sea Oyster trails
Getting closer to the food resource
Getting closer to the food resource

Vogafjos Cowshed Restaurant
Getting closer to the food resource

Hands-on village life
Getting closer to the food resource

Challenges for tourism development:
• Getting access across space and place
• Designing experience-scapes
• Ensuring simultaneous agricultural viability and productivity
• Handling food safety issues
Curating landscapes and built heritage
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Challenges for tourism development:
• Suggesting landscape protective measures
• Encouraging building conservation in rural areas
• Coordinate agendas with FAO, WFP, UNESCO
• Putting pressure on local governments
• Using landscapes and buildings in promotion and place marketing
Encouraging connectivity
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Encouraging connectivity

Linking volunteers with organic farmers and growers.
Encouraging connectivity

ADOPT & RECEIVE
OLIVE OIL & TEA
STRAIGHT to your DOOR

ADOPT AN OLIVE TREE
IN ITALY

ADOPT A TEA GARDEN
IN INDIA
Encouraging connectivity

Challenges for tourism development:
• Making alliances with NGOs
• Linking urban and rural actors
• Combining different relational strategies
• Including after-sales and continued relations
• Mastering social media
Advancing smart transparency
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Challenges for tourism development:
• Inviting tourists into not only to use data, but also to produce them
• Coordinating with city planning and smart city initiatives
• Giving meaning to data
Food is a potentially great driver for tourism development, but tourism business and authorities are not first movers. Let us welcome a large number of creative entrepreneurs, NGOs, communities, governments, and scientists who make things happen. The four emerging trends are here to stay.