UNPUBLISHED MODEL OF SUSTAINABLE GASTRONOMIC AND TOURISTIC DESTINATION PLANNING: PRACTICAL CASE - CUBA

Trinidad and the Valle de los Ingenios

Viñales Valley

Archaeological Landscape of the First Coffee Plantations in the South-East of Cuba

P.H.D. ANTONIO MONTECINOS TORRES
MAIN ISSUES YEAR 2010

• Embargo/Block by The U.S. that Hinders the Economic, Social and Tourism Development.

• Lack of Diversification, Innovation, Digitalization, and Commerce of Tourism Products.

• Loss of Gastronomic Identity and Transculturization Due To a Low Supply of Endemic and Local Ingredients.

• Poor Reviews of Local Gastronomy By International Tourists.

• Lack of Food Safety and Sovereignty, Hunger and Famine In the Local Communities.
METHODOLOGY OBJECTIVE: CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT OF LOCAL COMMUNITIES

Turismo Gastronómico Sostenible
Planificación de servicios, restaurantes, rutas, productos y destinos

Antonio Montecinos Torres

CLUSTER Gastronómico y Turístico: Gobernanza y Políticas Públicas

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Festival del Ron en Cuba
Evento: Mayo 23, 2018 - Mayo 28, 2018
Lugar: PAX FEST, La Habana

CARIBE
LA HABANA ES DECLARADA CAPITAL DE LA COCTELERÍA DE IBEROAMÉRICA

XX Festival del Habano

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VARADERO INTERPRETIVE DESTINATION
Archaeological Landscape of the First Coffee Plantations in the South-East of Cuba

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RESULTS (2011 - 2018)

- Training of 2500 Professionals While Indirectly Benefiting more than 15,000 People within the Food and Tourism Value Chain.
- Diversification of Tourism and Gastronomic Products, and a Rise in National and International Tourism affluence in the Inner Area of the Country.
- Culinary Appreciation, Pride and Identity.
- Contribution to the Food Safety and Sustainable Development of the Communities
There Can Be NO Sustainable Gastronomic Tourism Without Food Safety And Sovereignty!

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