GASTRONOMY TOURISM

Future of food- Tradition: Craftsmanship: Sustainable culinary supply chain

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ISSUES AND CHALLENGES

• Mankind are facing issues of climate change which will have a significant impact on food security;

• Four dimensions of food security (availability, access, utilisation and stability) will be affected by climate change.

• Changes in climate may contribute to yield growth rate reduction greater risks. This might result in higher food price affecting food affordability (food prices in comparison to income for purchasing food). Changing climatic conditions also influence food utilization such as food processing, packing, and storage; and food consumption. For example, fruits and crops harvested with higher temperatures require more energy for proper cooling. Furthermore, higher temperature and humidity generally increase food pathogens (bacteria and viruses), causing foodborne illnesses.

END to END SOLUTIONS
RELOOK AT OUR FUNDAMENTAL NECESSITIES

food

water

energy
HOW COULD GASTRONOMY TOURISM INITIATIVES IN THAILAND ADDRESS 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS)?
"Look for AUTHENTIC THAI CUISINE, look for Thai SELECT."

Thailand KITCHEN OF THE WORLD

Thai SELECT
THAI CUISINE
AWARDED BY MINISTRY OF COMMERCE THAILAND

AMAZING THAI TASTE

AMAZING THAI TASTE FESTIVAL 2017
"From Street food to Royal Cuisine"

Free Entry

Thai Rice for Life
Foodie experiences
Gastronomy tourism
Food literacy
Energy consumption
Food waste
Bio-diversity
Local heritage
Our holistic Food For Good

- Cultural heritage/history/Foodscapes
  - “story about the place” – chefs as ambassadors
  - Gastrodiplomacy

- Access - food routes
- Activities - culinary
  - school/artisans/health and wellness
- Accommodation - hotels and the
  - gastronomy
- Attractions - roots of the food heritage

- Memory from a plate: my thai kitchen
  - (Food Stuffs) - SMES
FOOD INNOVATION
CREATIVE FOOD PAIRING
The importance of NARRATIVE

• Story telling

Young artisan chefs as an Ambassador
FOOD AND FASHION

Gastro inspired venture

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FOOD AND FASHION
FOOD AND FASHION
ACTIVATION:
WORKING WITH THE YOUNG ENTREPRENEUR AND THE CATALYST

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VALUE CREATION THROUGH GASTRODIPLOMACY

- Food
- Performing Art
- Fashion
  - YE
  - Young Designer

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FOOD FOR THOUGHTS
Thailand initiatives
Menu of Change

Agriculture
Farmer market
Local sourcing

Gastronomic trail/route
Foodie experience
Trace supply chain

Art of food: Nutrition and Health: Cook

Culture: Heritage: Narrative