

GASTRONOMY TOURISM

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

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www.perfectlink.co.th



Perfect Link Consulting Group
A Consortium of Experts



ISSUES AND CHALLENGES

- Mankind is 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)?



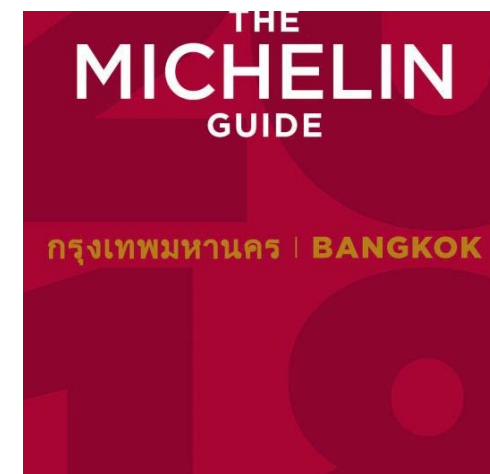
Thailand
KITCHEN
OF THE WORLD



*" Look for AUTHENTIC THAI CUISINE,
look for Thai SELECT. "*



ThaiRiceforLife



A black and white photograph of an iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, jagged base is submerged below. The sky is cloudy. The text is overlaid on the image in a red, outlined font.

Foodie experiences
Gastronomy tourism

Food literacy

Energy consumption Food waste

Bio-diversity

Local heritage

Our holistic Food For Good

Pre-travel
“a story in a
plate”
campaign

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

Actual-trip

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

Post-trip

- ▶ Memory from a plate: my thai kitchen
(Food Stuffs) - SMES



FOOD INNOVATION



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CREATIVE FOOD PAIRING





สัณทวไมตรีแห่งอาหาร GASTRO-DIPLOMACY

- The importance of NARRATIVE
- Story telling
- Young artisan chefs as an Ambassador



[illegible]

Gastro inspired venture



FOOD AND FASHION



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FOOD AND FASHION



ACTIVATION: WORKING WITH THE YOUNG ENTREPRENEUR AND THE CATALYST



VALUE CREATION THROUGH GASTRODIPLOMACY

FOOD

Performing Art

Fashion

- YE
- Young Designer



FOOD FOR THOUGHTS

Thailand initiatives



Menu of Change

Culture: Heritage: Narrative

Agriculture

Farmer market
Local sourcing



Gastronomic trail/route

Foodie experience
Trace supply chain

Art of food: Nutrition and Health: Cook

Bella
Perfect Link



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