Flavoring Gastronomy Tourism with Adaptation, Innovation & Digital Transformation
Presentation Outline

1. Challenges in Gastronomy Value Chain
2. Value Creation in Gastronomy Tourism
3. Case examples from Singapore
Progression of **social** and **economic** values in light of:

- Evolution of consumer demand
- An Experience Economy
- Globalisation
- Digital Transformation
Progression of Economic and Social Value

- **Agrarian Economy** (<$1)
- **Goods Economy** ($2)
- **Service Economy** ($15)
- **Experience Economy** (> $100)

**Cost**

**Price**

**Maximum Price**

**Enhance Value**

**Competitive Value**
Create High Value Sustainable Gastronomic Tourism Experiences

UNDERSTAND THE NEW TRAVELERS

CO-CREATE AUTHENTIC, LOCALIZED MEMORABLE EXPERIENCES

INTEGRATE TECHNOLOGY TO ENHANCE EXPERIENCES

STORY TELLING AND VIRAL MARKETING
Media and Marketing

- Role of a popular locally-produced television series, *The Little Nyonya* as a destination pull factor in culinary and heritage tourism.

- Mediatized consumption through TV of Peranakan food & fashion

- Use of familiar dramatic narrative conventions & exotic representations of Peranakan food culture
mTasting culture: Mobile applications for culinary tourism
Young Hawkerpreneurs Program
Thank You Very Much!