

Flavoring Gastronomy Tourism with **A**daptation, **I**nnovation & **D**igital Transformation



Presentation Outline

01

Challenges in Gastronomy Value Chain

02

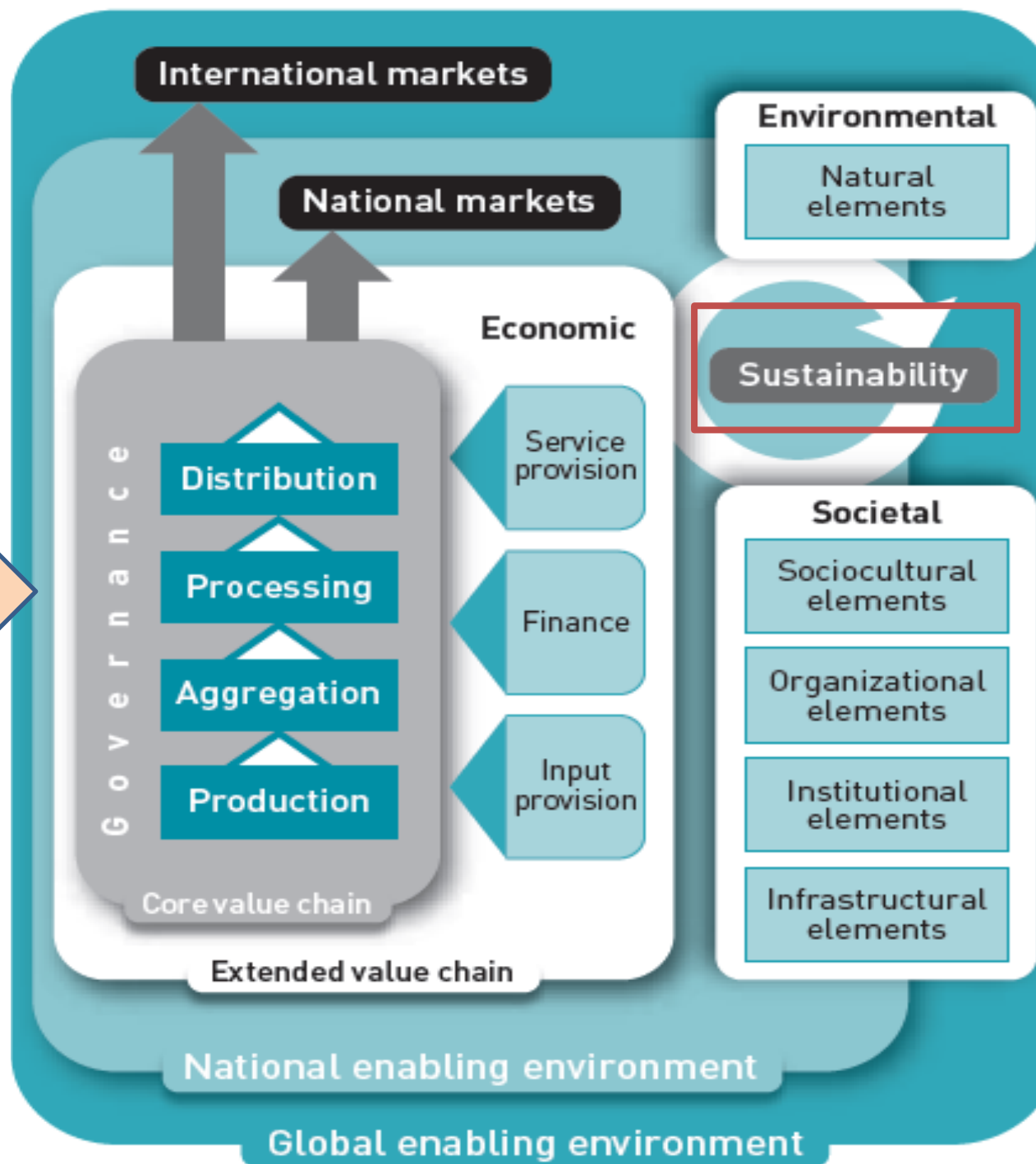
Value Creation in Gastronomy Tourism

03

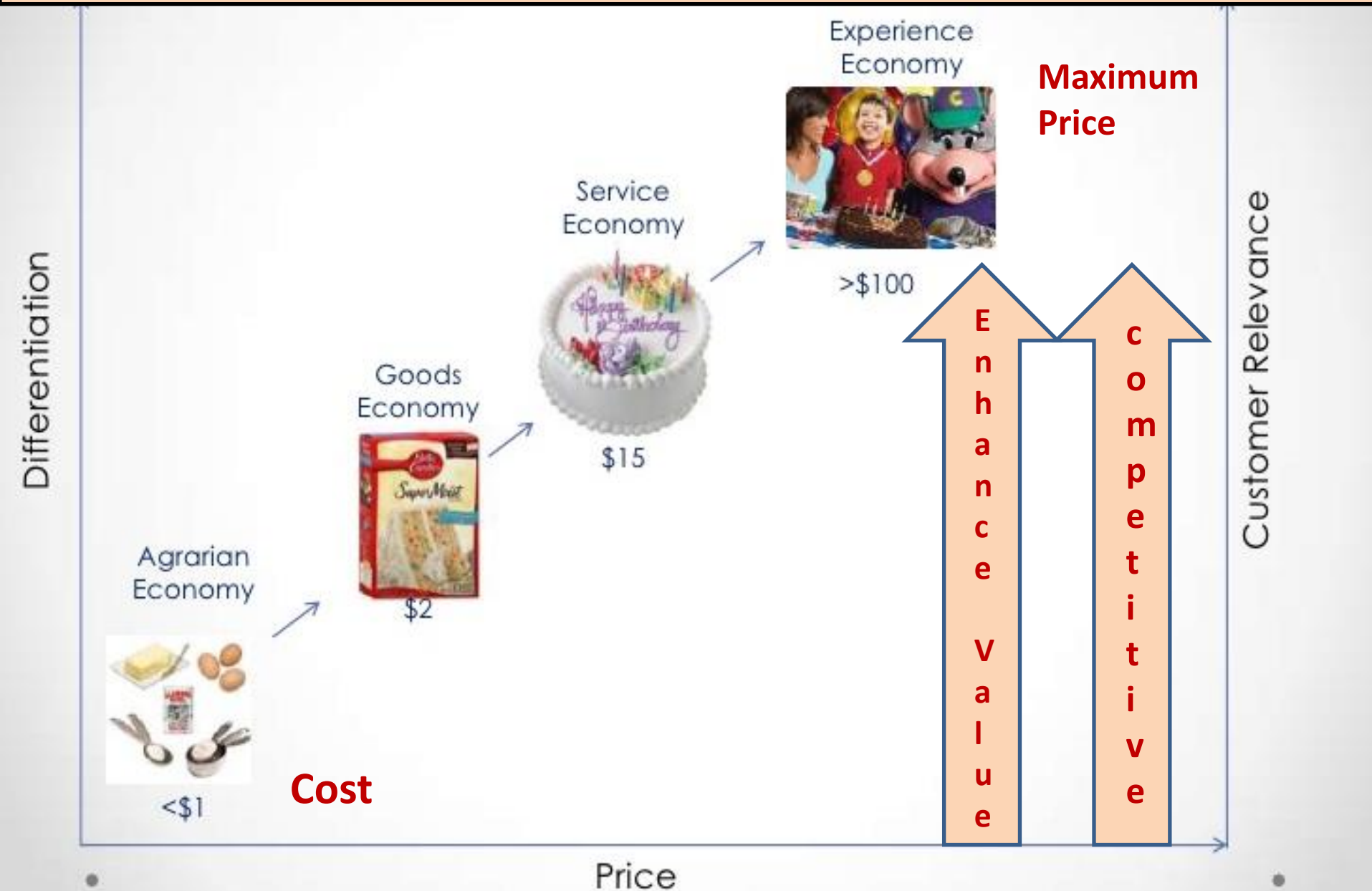
Case examples from Singapore

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



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

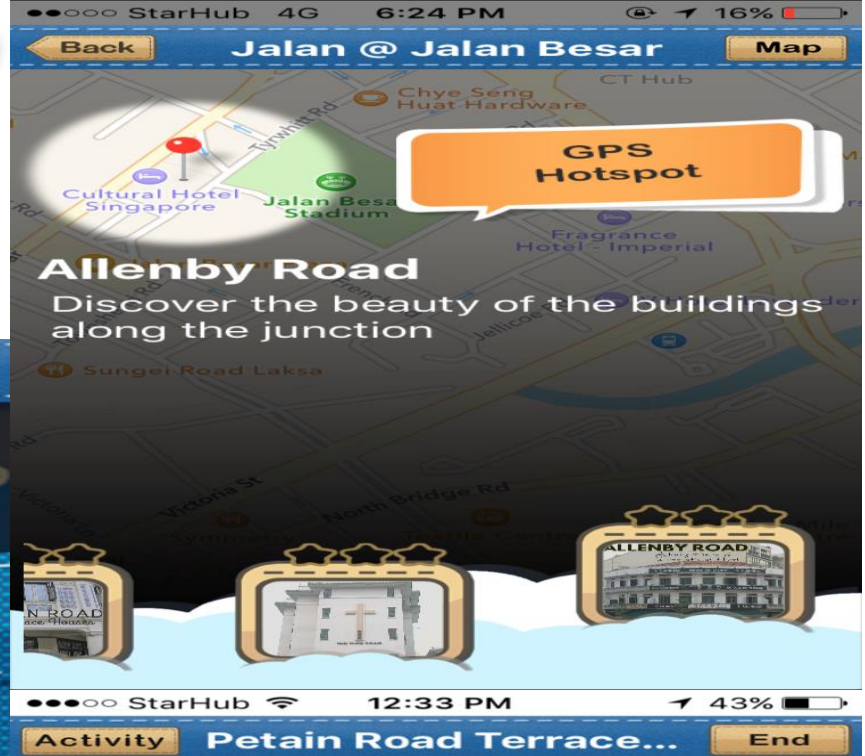
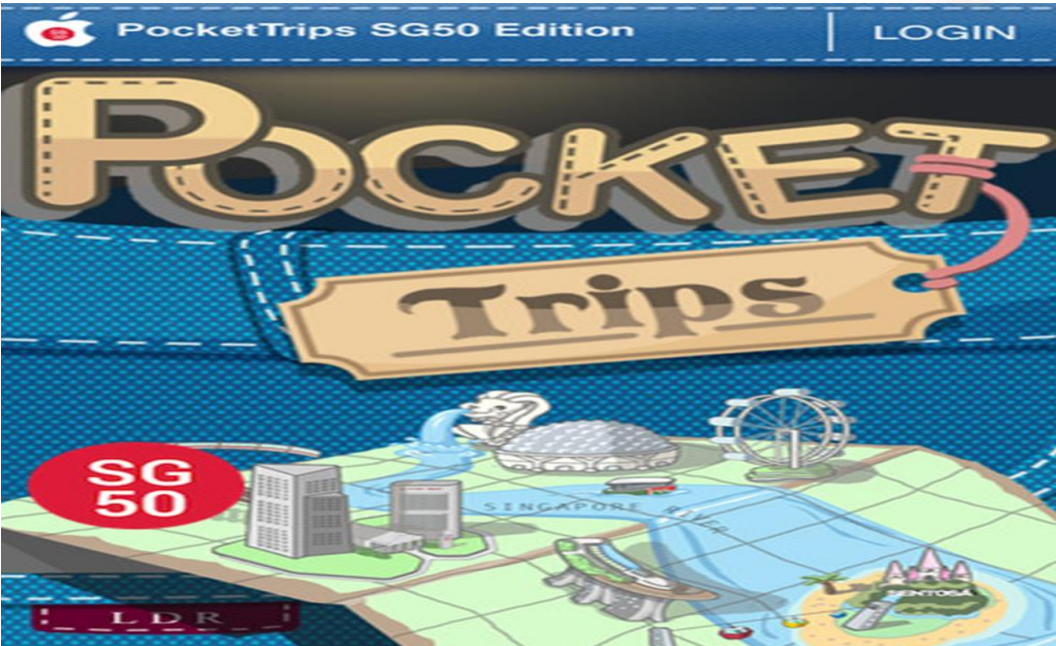
Media and Marketing



- Role of a popular locally-produced television series, *The Little Nyonya* <小娘惹> 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



Snap a photo with the Activity button and capture the colourful ceramic wall tiles!





Young Hawkerpreneurs Program



She's Cool!



He's Hot!





Thank You Very Much!