FOOD TOURISM IN SMALL COMMUNITIES

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THE CHALLENGES OF FOOD TOURISM IN SMALL COMMUNITIES

ISOLATED INITIATIVES
VULNERABILITY
WOMEN
POVERTY

LACK OF KNOW-HOW
FINANCING
INFRASTRUCTURES
MIGRATION
POLICIES TO MAKE TOURISM A TOOL FOR DEVELOPMENT, PROSPERITY AND EQUALITY FOR COMMUNITIES IN LINE WITH THE SDGs

ACCELERATE THE EMPOWERMENT OF LOCAL COMMUNITIES AS TOURISM AGENTS
STRATEGIC FRAMEWORK

1. Long-term vision, short-term results
2. Real impact requires critical mass
3. Involve all stakeholders
4. Tourism revenue for local development
5. Inclusion of disadvantaged groups

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OPERATIONAL FRAMEWORK

1. PLAN AHEAD: WHERE, WHO, HOW AND WITH WHAT RESOURCES.

2. BUILD THE PROGRAM: METHODOLOGY, IT PLATFORM, MONITOR & MEASURE.

3. IMPLEMENT AT SELECTED DESTINATIONS: BEST PRACTICES, TRAINING AND TECHNICAL ASSISTANCE, TECHNOLOGY.

4. SELL: EXPERIENCES AND PROMOTION

5. SCALE UP AND REPLICATE
TRADITIONAL COOKS PROGRAMME. MICHOACAN, MEXICO.

- FINANCING
- DIRECTORY
- BUSINESS COMPETITIVENESS
- KNOW-HOW
- ENTREPRENEURSHIP
- DIGITAZION
- BRANDING
- PROMOTION
WHAT HAVE WE LEARNED?

1. THINK BIG
2. LEADER CAN BE PUBLIC, PRIVATE OR PHILANTROPY
3. HAVE A METHOD, NOT RANDOM ACTIONS
4. SECURE FINANCING
5. ENGAGE EVERYONE IN IMPLEMENTATION
6. ADAPT AND FOSTER MUTUAL RESPECT
7. FOCUS ON WOMEN AND YOUTH
8. SCALE UP AND REPLICATE
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