

A photograph showing several hands, including an older person's with a gold ring, reaching into a large woven basket filled with food. The food appears to be wrapped in banana leaves or similar natural materials. To the left, there are two bowls: one containing a white powdery substance (likely salt) and another containing a brown, textured paste. The scene suggests a traditional food preparation process.

FOOD TOURISM IN SMALL COMMUNITIES

Laura Fandos
globaldit

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Photo: Adalberto Ríos

Photo: Laura Fandos

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**

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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**



Photo: Laura Fandos

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



Laura Fandos, Director of strategy
l.fandos@globaldit.com

globaldit
WWW.GLOBALDIT.COM

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