

# Innovations in Korea Gastronomy Tourism

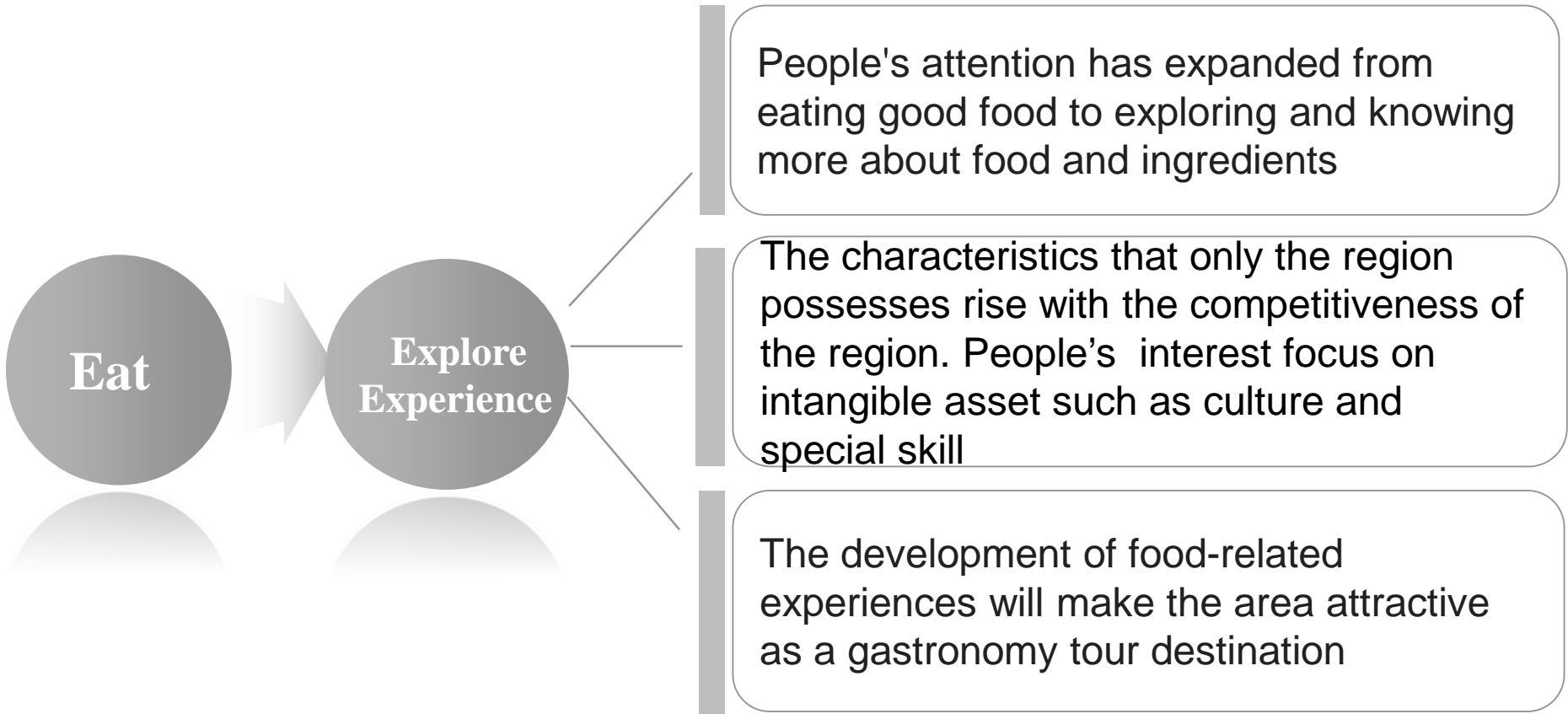


**O'ngo Food Communications**  
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# Food tourism: A new trend for Koreans and Foreigners



# Paradigm Shift: Eat → Explore, Experience





# Similarities & Difference



- Koreans : Safe Food, Animal Welfare, Traditional Recipes, learn Artisan Sauce from Chef/Monk
- Non Korean, Travelers: Symbolic food culture of Korea, Cultural Approach, Food that appears in the drama due to the influence of the Korean Wave

# Kimchi Tourism in Korea

The growing interest in quality kimchi and traditional sauce such as soybean paste(doenjang) resulted in a boom in farm tourism with more than two million people a year visiting artisan sauce makers and kimchi makers to understand and to buy their food straight from the source



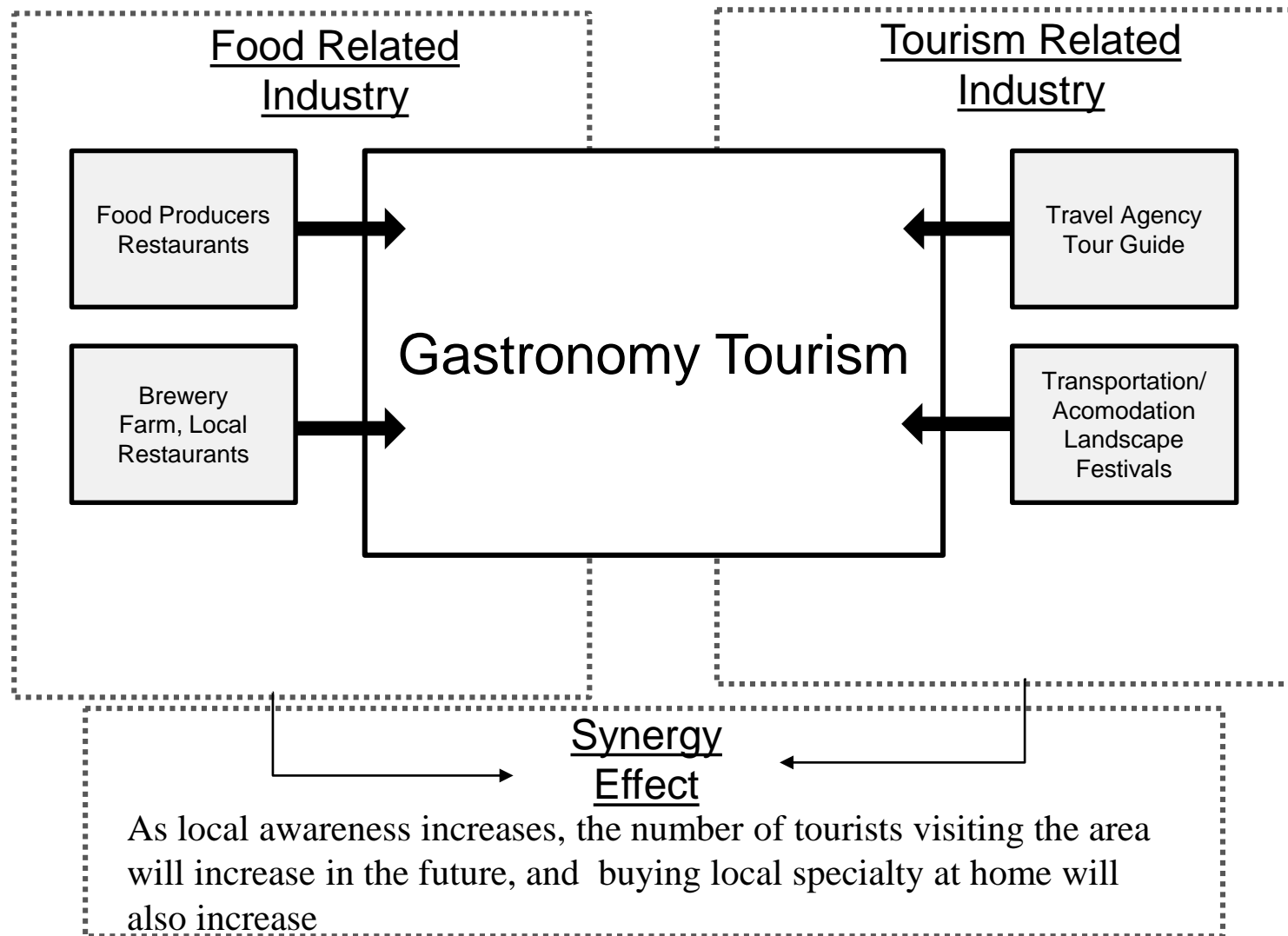


# Things to Consider for Gastronomy Tours

- Authenticity → Balance between tangible and intangible food tourism resources
- Novelty → Unique but not too unfamiliar (comfortable)
- Locality → Local & Seasonal



# Relationship between Food Industry and Tourism Industry

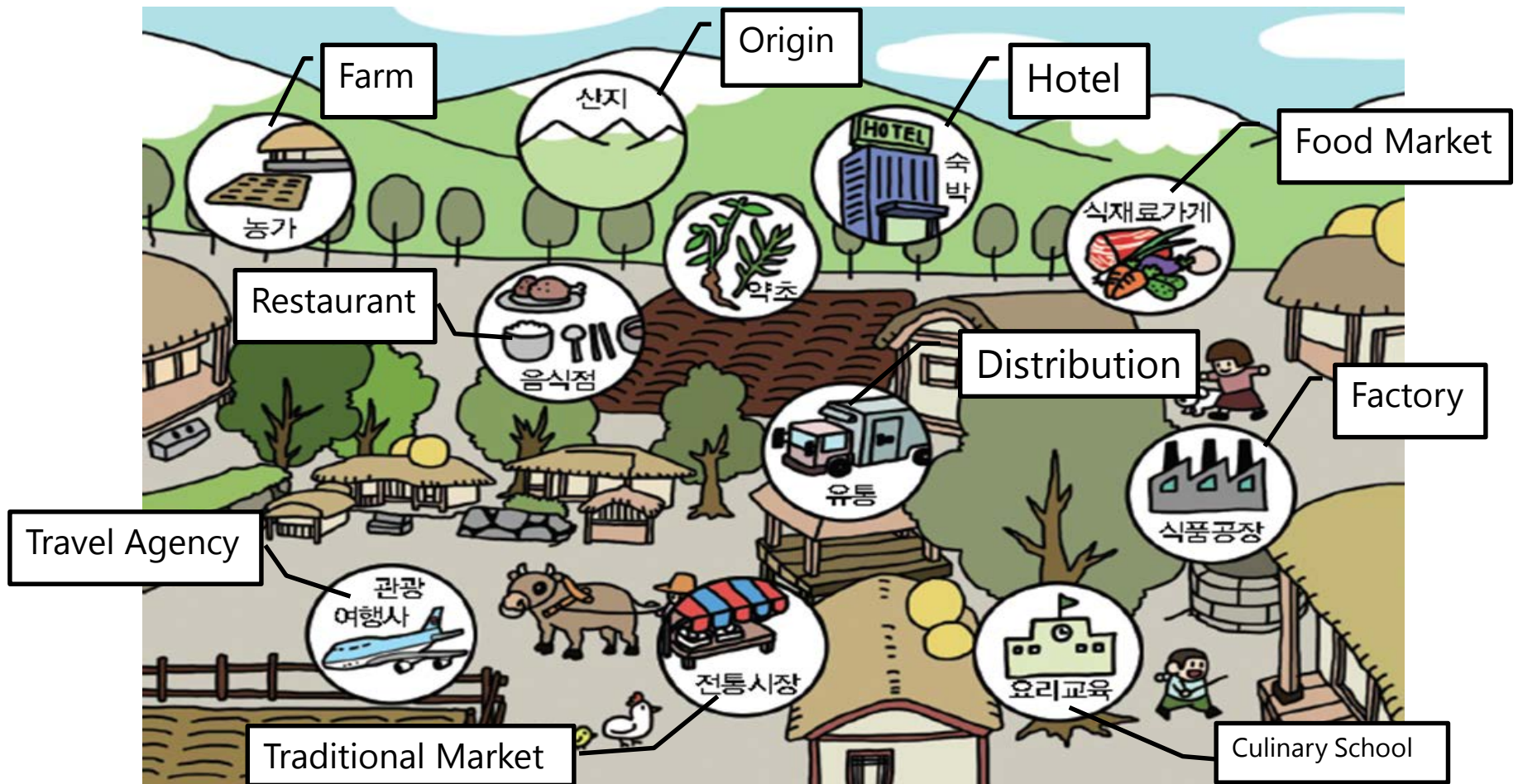


# The Effect of Gastronomy Tourism

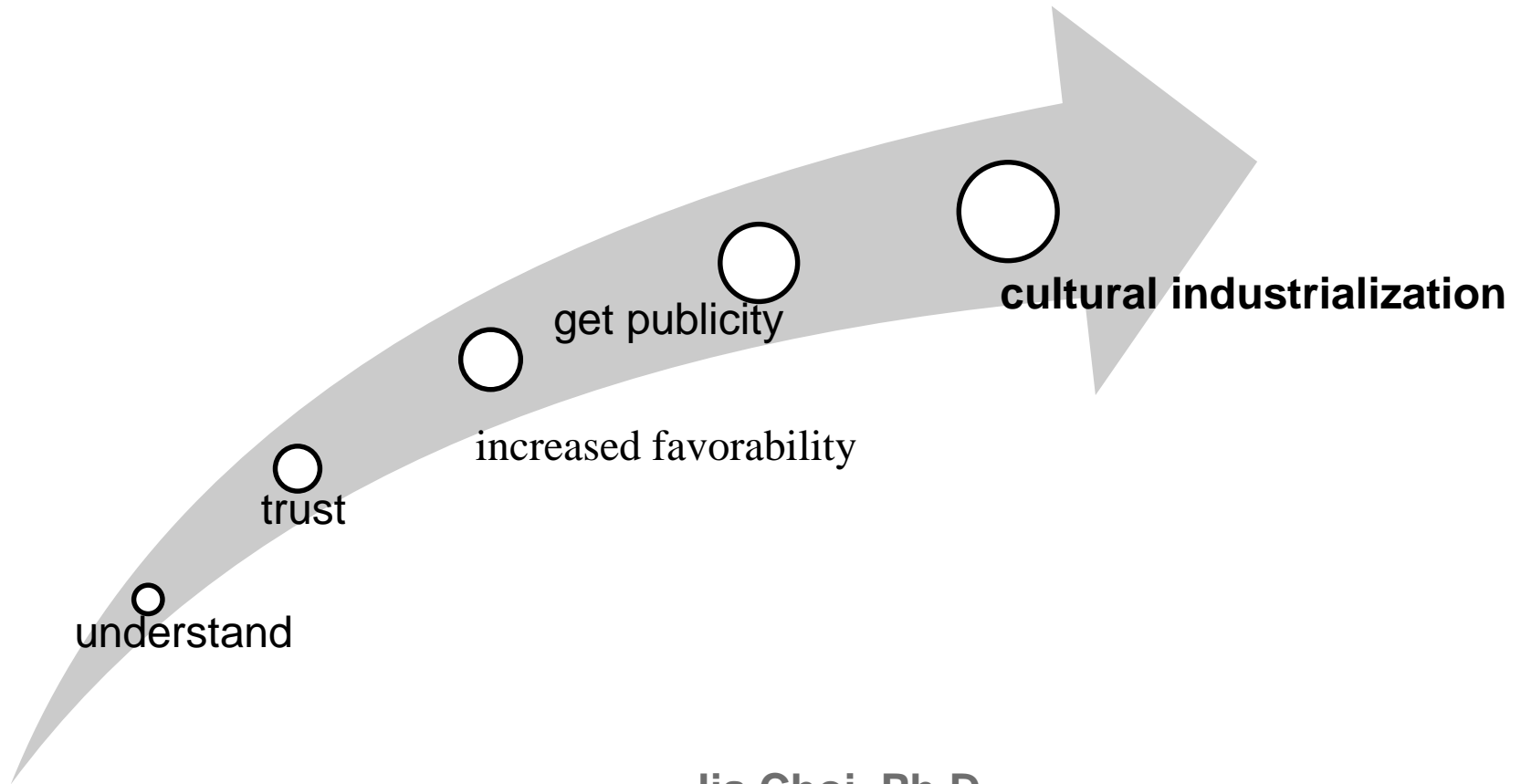




# Elements of Gastronomy Tourism



# The Effect of Gastronomy Tourism



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