Food tourism: A new trend for Koreans and Foreigners
Paradigm Shift: Eat ➔ Explore, Experience

People's attention has expanded from eating good food to exploring and knowing more about food and ingredients.

The characteristics that only the region possesses rise with the competitiveness of the region. People's interest focus on intangible asset such as culture and special skill.

The development of food-related experiences will make the area attractive as a gastronomy tour destination.
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
Synergy Effect

As local awareness increases, the number of tourists visiting the area will increase in the future, and buying local specialty at home will also increase.
The Effect of Gastronomy Tourism

- Added value
- Regional economy vitalization
- Community activation

Industry

Storytelling

Increase of income

Job growth
Elements of Gastronomy Tourism

- Farm
- Restaurant
- Travel Agency
- Traditional Market
- Origin
- Hotel
- Food Market
- Factory
- Distribution
- Culinary School
The Effect of Gastronomy Tourism

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