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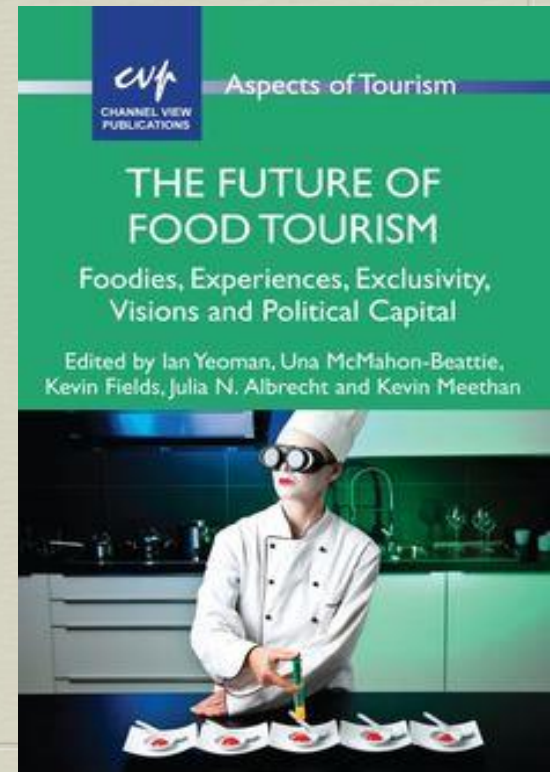
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What is Sustainable Tourism?



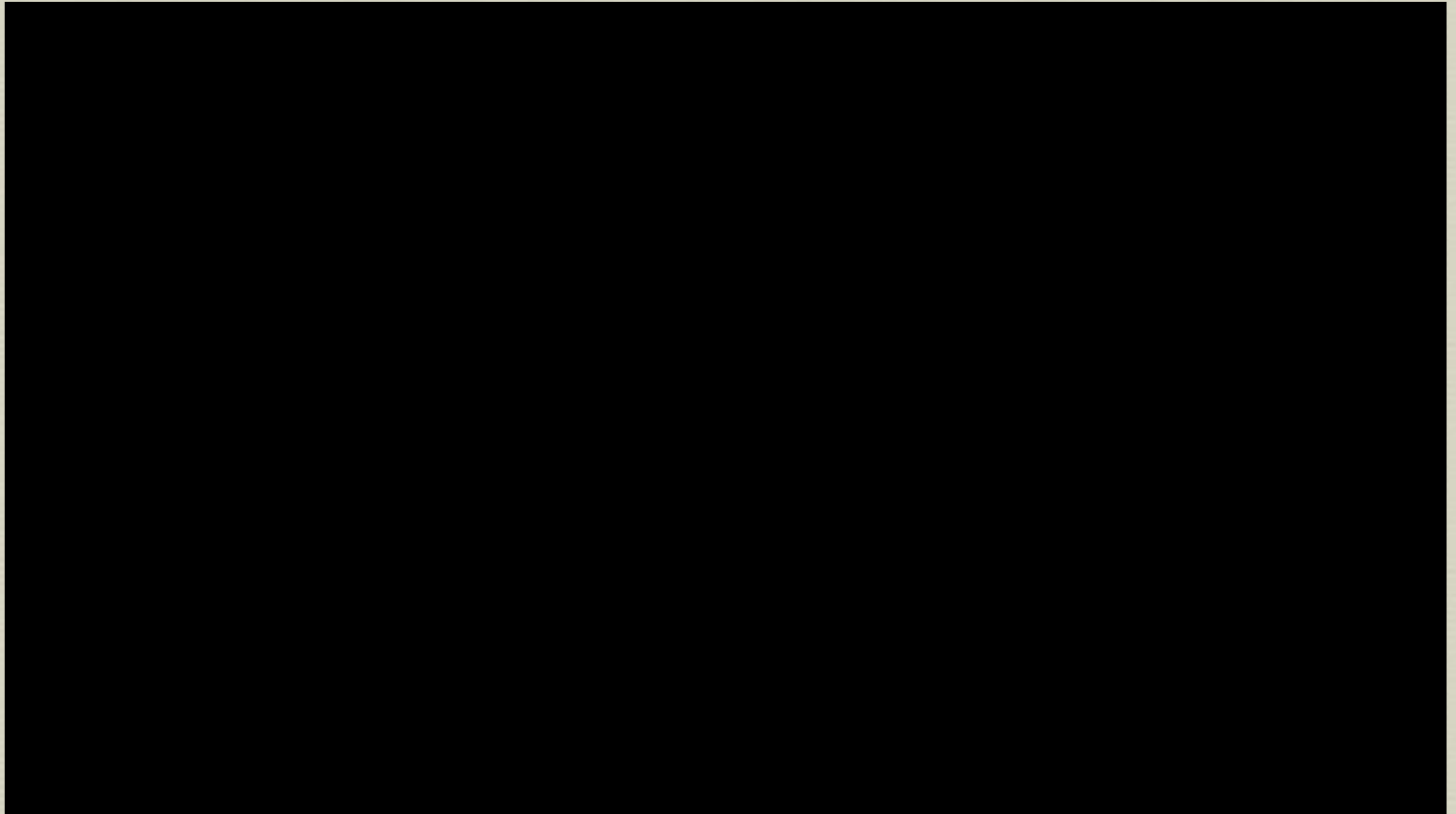
Creating balance for a sustainable future?

Wellington on a Plate (WOAP):

Linking sustainability,
differentiation and community



Wellington on a Plate







10 YEARS

W

VISA

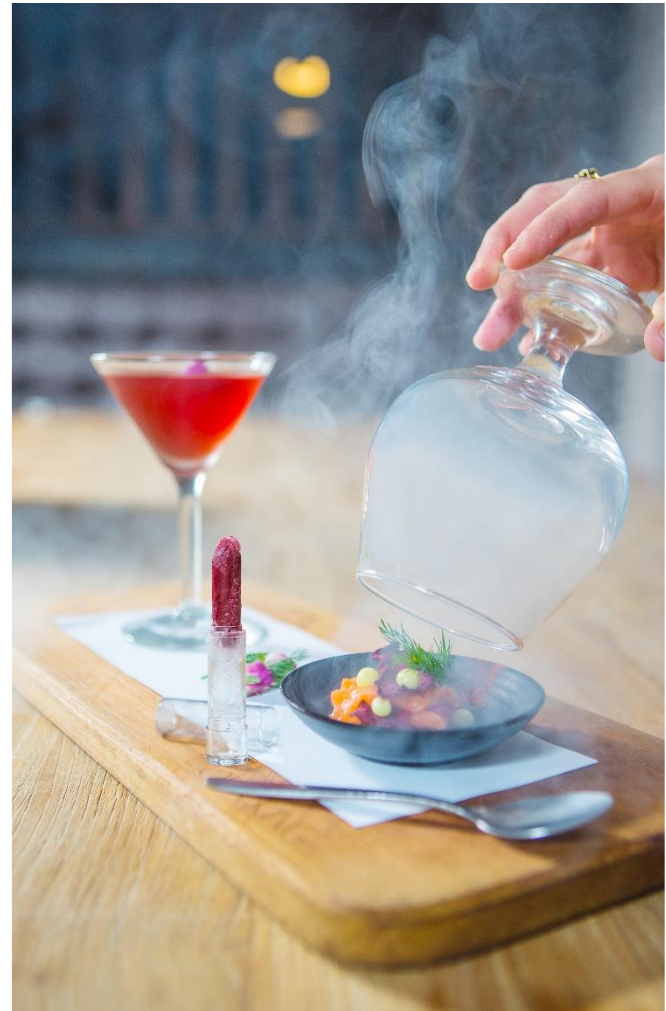
Visa Wellington On a Plate

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What is a sustainable future for WOAP?

- Competitive environment and **a changing world.**
- The drive for a sustainable future – what is **balance?**
- What is **future success?**
- What are the **future values, experiences and behaviours** in a future world?



Objectives

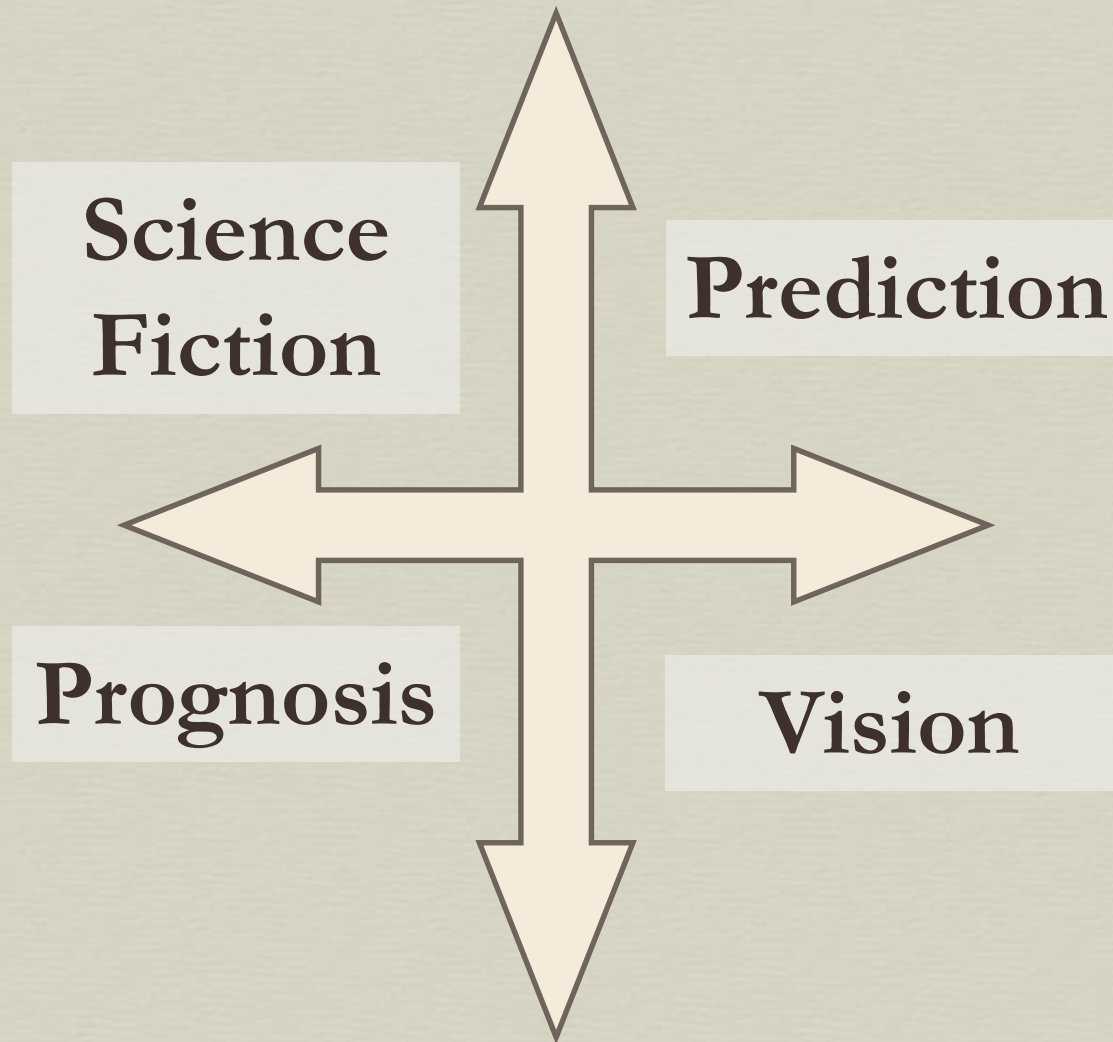
Industry

Portray a series of **food festival scenarios** (not WOAP) set in **2050** that stretches our understanding of the present

Each scenario should represent different forms of **experiences and emphasize different cultural values**

Critically evaluate WOAP performance against the scenarios for experience, trends and cultural values

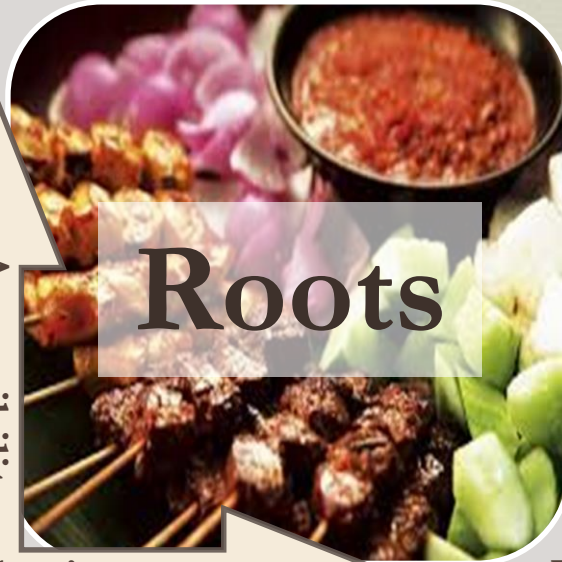
Make recommendations for change



Community



**Dr
Spock's
Food
Festival**



Roots

Accessibility

Hedonism

Tourist Behaviour

Bohemianism



**Royal
Appetite**



La Natura

Exclusive

27/06/2018

Scenario 1: Dr Spock's Food Festival

Science Fiction - Tokyo



Key Features:

- ✧ An event for the whole community
- ✧ Raw food trend – urban

Central Proposition: Image a world where more food is grown in the laboratory rather than in the field



- ✧ An educated society – a festival of science knowledge
- ✧ Globalisation creates an interconnected world

Dr Spock' Food Festival

Values

Forms of Value	Description
Cultural	Sharing knowledge - elitist, scientific, formed, participation and educational.
Social	Social networks of highly educated and informed individuals. High value.
Political	Science – STEM
Economic	Low
Erotica	Geeky

Scenario 2 – Roots

A Prediction – Koh Samui



❖ Key Features

❖ Being local in a global society

Central Proposition: How do you create an heterogeneous identity in a homogeneous world?

(hands-on experience)



❖ Working together

Roots

Cultural Values

Forms of Value	Description
Cultural	Strong sense of cultural ownership through history, identity and place.
Social	Collaboration and relationship between community, industry stakeholders and leaders formed by the values of place. Community commitment. Bottom up approach. Partnership
Political	Portraying a sense of belongings, nationalism and identity as symbols of the community. Strong line to destination creditability. Co-operation
Economic	Mixed model of community and with shared values of affluence
Erotica	“1960s” – Peace & Love

Scenario 3: The Royal Appetite

A Prognosis - London

∞ Key features:



∞ A luxury experience of indulgence and fun

Central Proposition: The drive for high value and exclusivity in a neoliberal world



∞ Historical gone by food tours with Google's Eye's London App

∞ The Asian oligarch

∞ A society of 'Have's and 'Have Not's'

The Royal Appetite

Values

Forms of Value	Description
Cultural	Historical, identity and staged authenticity
Social	Invited, exclusive and cultural class relationship
Political	Capitalist, business, focused, trade value and wealth
Economic	High economic values through affluence and exclusivity
Erotica	Fun, hedonistic and orgy

Scenario 4: La Natura

A vision - Tuscany



Central Proposition: How do you create a food paradise and vision?

destination. Join us to experience exotic dining in natural settings with unique local cultures.



- ❖ No where else you can find Pepperdelle like in Tuscany
- ❖ The healthy food that stimulate your physical and mental wellbeing



∞ Key features

∞ Exclusive utopia experience based upon a perfect society

∞ Exclusivity driven by scarcity of resources

∞ Protecting intellectual property rights

La Natura

Cultural Values

Forms of Value	La Natura
Cultural	Vision, a place where people want to be. The value is enhanced through knowledge, education, wellbeing and local culture. Balanced
Social	Self-actualization – a place where we want to be. Shared interests.
Political	A utopia vision. Leadership. Journey. A symbiosis of humanity and nature
Economic	Economic sustainability
Erotica	Pure

Scenario Evaluation: The Context of Today



Strategic Implications

∞ Vision

- ∞ As the scenarios portray a competitive landscape, you can never stand still, thus WOAP is the platform to make Wellington the **culinary capital of New Zealand** and aim to achieve international recognition as a **UNESCO Gastronomy City**

Strategic Implications

❧ Lead New Zealand's Food Culture

- ❧ From the *Dr Spooks Food Festival* and *Royal Appetite*, innovate in order to be driven by the desire to create new culinary adventures
- ❧ Make sure experiences are grounded in authenticity as showcased in *Roots* and *La Natura* thus events are real and genuine
- ❧ Anchor in the community which *Roots* and *La Natura* exemplified, thus the products and events are well connected and supported
- ❧ Only showcase excellence, which all the scenarios embellished
- ❧ Food is everyone's business thus collaboration is essential for success from farm gate to event. All the scenarios portrayed this ideal.
- ❧ Offer diversity of experiences of events and dining to ensure WOAP captures the breadth and depth of the scenarios.

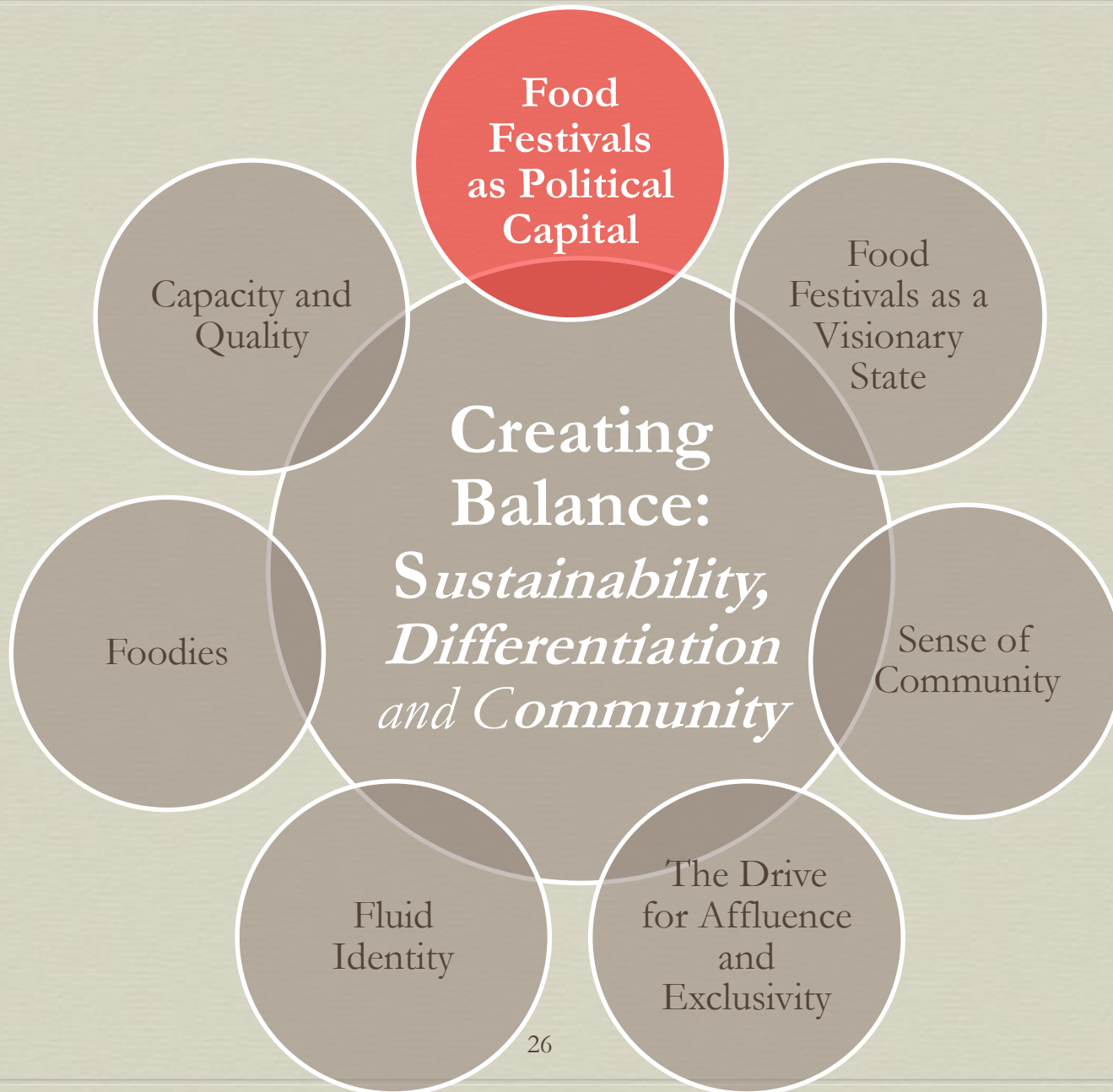
Strategic Implications

∞ Balance

- ∞ Ensure the programme of events and experiences is **diverse and offer access points to different groups, communities and tourists.**
- ∞ **Incentivise Maori food concepts** within the context of the ***Roots*** scenario.
- ∞ Develop **exclusive experiences** as portrayed in ***Royal Appetite,***
- ∞ **Excite** as in the ***Dr Spock's Festival***
- ∞ Be **local and community** focused as ***La Natura***

*Our Message: How do you create
balance for a sustainable future?*



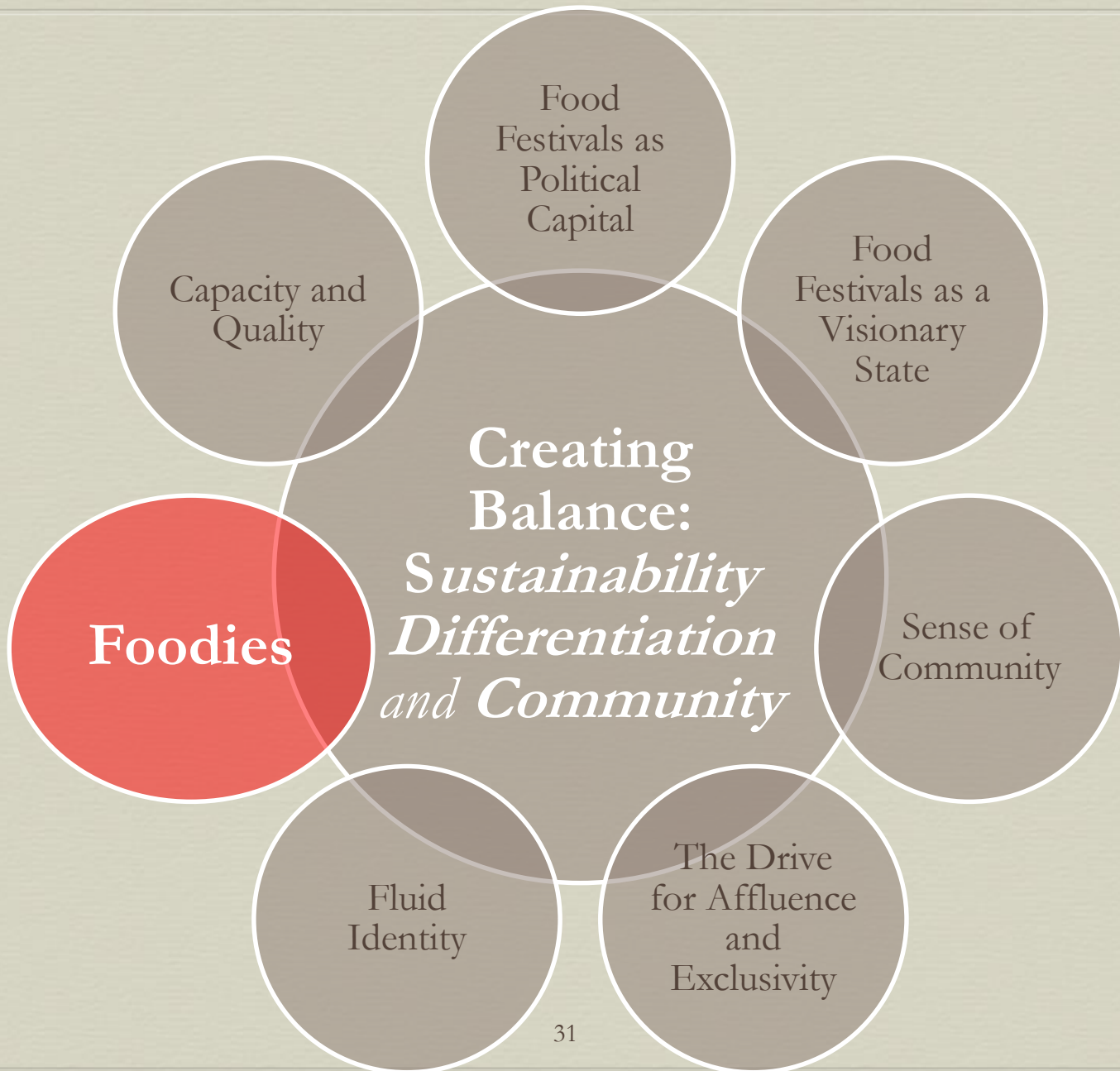














For further information

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