Dr Ian Yeoman
Victoria University of Wellington
New Zealand

Co-authors:
Dr Sandra Goh, Auckland University of Technology, New Zealand
Katherine Findlay, Victoria University of Wellington, New Zealand
Sochea Nhem, Royal University, Cambodia
Sophea Tieng, Saint Paul Institute, Cambodia
What is Sustainable Tourism?

Creating balance for a sustainable future?
Wellington on a Plate (WOAP):
Linking sustainability, differentiation and community
Wellington on a Plate

https://www.youtube.com/watch?v=sML1vEGTFCs
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
Science Fiction

Prediction

Prognosis

Vision
Scenario 1: Dr Spock’s Food Festival
Science Fiction - Tokyo

Key Features:
- An event for the whole community
- Raw food trend – urban vertical farming and the desire for healthy living
- Science is mainstream – molecular gastronomy
- Lab-grown meat is the future protein
- An educated society – a festival of science knowledge
- Globalisation creates an interconnected world

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

Food for thought: Will science play a greater role in food production?

Molecular Gastronomy – presents an edible restaurant

Stem Cell Burgers

27/06/2018
## Dr Spock’ Food Festival

**Values**

<table>
<thead>
<tr>
<th>Forms of Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural</td>
<td>Sharing knowledge - elitist, scientific, formed, participation and educational.</td>
</tr>
<tr>
<td>Social</td>
<td>Social networks of highly educated and informed individuals. High value.</td>
</tr>
<tr>
<td>Political</td>
<td>Science – STEM</td>
</tr>
<tr>
<td>Economic</td>
<td>Low</td>
</tr>
<tr>
<td>Erotica</td>
<td>Geeky</td>
</tr>
</tbody>
</table>
Scenario 2 – Roots

A Prediction – Koh Samui

Key Features

- Being local in a global society
- Food tourism, history and authenticity
- Participative experience (hands-on experience)

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

Working together
## Roots

### Cultural Values

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

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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

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<th>Forms of Value</th>
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<tr>
<td>Cultural</td>
<td>Historical, identity and staged authenticity</td>
</tr>
<tr>
<td>Social</td>
<td>Invited, exclusive and cultural class relationship</td>
</tr>
<tr>
<td>Political</td>
<td>Capitalist, business, focused, trade value and wealth</td>
</tr>
<tr>
<td>Economic</td>
<td>High economic values through affluence and exclusivity</td>
</tr>
<tr>
<td>Erotica</td>
<td>Fun, hedonistic and orgy</td>
</tr>
</tbody>
</table>
Scenario 4: La Natura
A vision - Tuscany

Key features

- Exclusive utopia experience based upon a perfect society
- Natural settings and unique local experiences
- Exclusivity driven by scarcity of resources
- Protecting intellectual property rights

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

- Exclusivity driven by scarcity of resources
- Protecting intellectual property rights
# La Natura Cultural Values

<table>
<thead>
<tr>
<th>Forms of Value</th>
<th>La Natura</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural</td>
<td>Vision, a place where people want to be. The value is enhanced through knowledge, education, wellbeing and local culture. Balanced</td>
</tr>
<tr>
<td>Social</td>
<td>Self-actualization – a place where we want to be. Shared interests.</td>
</tr>
<tr>
<td>Political</td>
<td>A utopia vision. Leadership. Journey. A symbiosis of humanity and nature</td>
</tr>
<tr>
<td>Economic</td>
<td>Economic sustainability</td>
</tr>
<tr>
<td>Erotica</td>
<td>Pure</td>
</tr>
</tbody>
</table>
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?
Creating Balance: Sustainability, Differentiation and Community

- Food Festivals as Political Capital
- Capacity and Quality
- Foodies
- Fluid Identity
- The Drive for Affluence and Exclusivity
- Sense of Community
- Food Festivals as a Visionary State

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Creating Balance: 
**Sustainability, Differentiation and Community**

- **Food Festivals as Political Capital**
- **Capacity and Quality**
- **Foodies**
- **Fluid Identity**
- **The Drive for Affluence and Exclusivity**
- **Sense of Community**

**Food Festivals as a Visionary State**

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Creating Balance: Sustainability, Differentiation and Community
Creating Balance: Sustainability, Differentiation, and Community

Food Festivals as Political Capital

Capacity and Quality

Food Festivals as a Visionary State

Sense of Community

Fluid Identity

The Drive for Affluence and Exclusivity

Foodies
Creating Balance: Sustainability, Differentiation and Community

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Capacity and Quality

Food Festivals as Political Capital

Food Festivals as a Visionary State

Sense of Community

The Drive for Affluence and Exclusivity

Fluid Identity

Foodies
For further information

Dr Ian Yeoman
Associate Professor of Tourism Futures
Victoria University of Wellington, New Zealand
Email: ian.yeoman@vuw.ac.nz