



DEVELOPING AND BRANDING GASTRONOMY TOURISM DESTINATIONS WITHIN OIC

22nd Meeting of the COMCEC Tourism Working Group

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Agenda

01

**Introduction to the study:
Developing and Branding Gastronomy Tourism Destinations Within OIC**

02

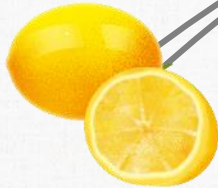
Q & A





Tourism and Food

Food
Tourism



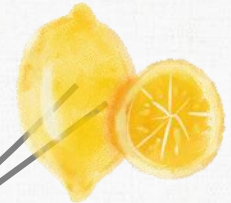
Gastronomy
Tourism



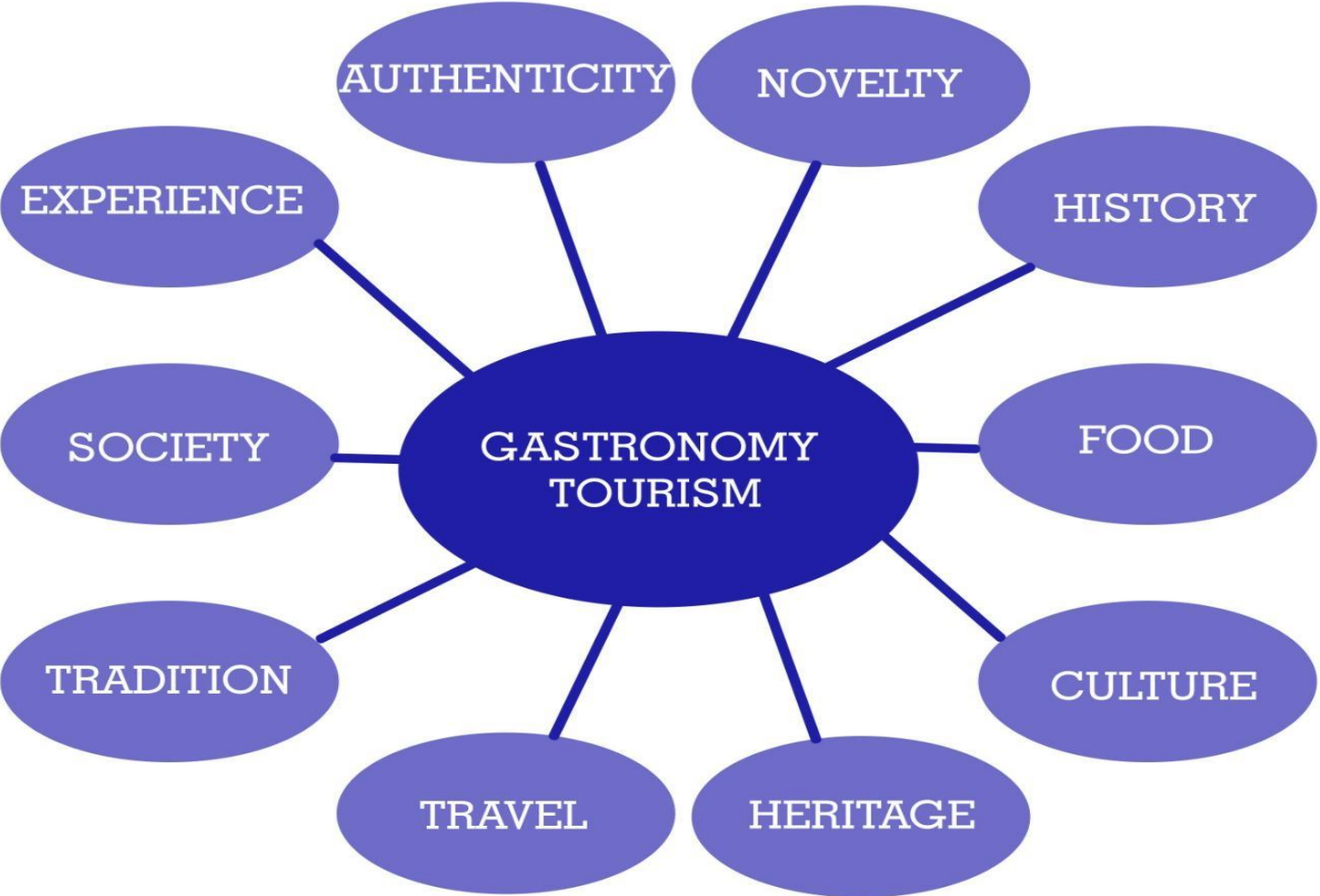
Gourmet
Tourism



Culinary
Tourism



Elements of Gastronomy Tourism







Economic, Social, and Environmental Impacts Of Gastronomy Tourism

Gastronomy Tourism Impacts

Economic impacts

the effects of gastronomy-related travel and activities on the financial well-being of a destination and its communities

Social impacts

the cultural and social impacts of gastronomy tourism on community of a destination

Environmental impacts

the natural environment effects due to consumption of food, beverages, and related products within gastronomy tourism



Main Regional and International Gastronomy Tourism Initiatives and Their Importance



Gastronomy Tourism in OIC Member Countries

Current practices and initiatives in OIC countries

- The diverse regional cuisines and the use of locally sourced ingredients in destination marketing;
- Food trails, cooking classes, food tours, and festivals showcasing local dishes and food culture;
- Educational programs on traditional techniques, food history, and etiquette;
- Partnerships that support the local food system and expand economic opportunities.





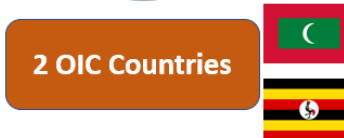
Methodology



Case studies



Case Studies



Thank you

Prof. Dr. Ziad Alrawadieh

