DEVELOPING AND BRANDING GASTRONOMY TOURISM DESTINATIONS WITHIN OIC

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COMCEC

Cooperation for Development

Agenda

01 Lessons Learnt from the Selected Case Studies and the Policy Options

02 Q & A

The Maldives

Maldives

...the sunny side of life

General Outlook

Gastronomy tourism, like many other types of tourism, including heritage and cultural tourism, has not taken the deserved position in the Maldivian tourism industry, as attention is mostly paid to the country's image as a tropical island destination.

Gastronomy Tourism, its development and characteristics

Rich marine environment

Scarcity of local items

Multi-cultural flavours

Overwhelming dependence on foreign chefs

Barriers and challenges to gastronomy tourism in The Maldives

- Lack of adequate support to local farmers and livestock breeders
- Enclave tourism
- Inadequate hospitality services
- Lack of central governmental support

Success Factors of Gastronomy Tourism In The Maldives

Destination safety

Collaboration with tour operators and travel agencies to create gastronomy-focused travel packages

Collaboration with celebrity chefs and culinary experts to showcase the destination's gastronomic assets

Locals’ sense of pride in their food

Key gastronomy and food festivals in the Maldives

Name	City	Central theme/Highlight dish
The Culinary Challenge	Hotel Asia Exhibition, Male	For suppliers display and promote their products.
The Young Chef competition	Male	Participant had to prepare one main course dish and one dessert
The Food and Hospitality Asia Maldives Exhibition	Male	To showcase the finest in food, hospitality, and culinary arts.
The Chef's Guild of Maldives	Male	Chefs will compete and display their skills ahead of an internationally recognised panel of Judges.
The Urbanco Maldives Food Carnival	Male	Displaying local and international cuisine
The Maldives National University Food Fair	Male	To showcase and promote food and beverages produced by locals.
The Nova "Community Street Food Festival".	Nova island.	Dishes from the Maldives, Mauritius, Thailand, India, China, Morocco, Indonesia, and Sri Lanka.

Governmental strategies and tools to foster gastronomy tourism in the Maldives

Marketing and promotion campaigns focusing on gastronomy tourism

Supporting culinary education and training

Developing gastronomy infrastructure to support tourism businesses

Creating spaces for local communities to showcase and sell their authentic products

Policy Recommendations for the Maldives

01

Integrating gastronomy tourism into the existing tourism offering

02

Considering gastronomy in its tourism strategic plans.

03

Encouraging robust documentation of Maldivian food heritage

04

Incorporating traditional cuisine in the tourism industry

05

Launching initiatives to increase awareness of local food heritage and cooking traditions

Uganda

TOURISM UGANDA

You're welcome

General Outlook

Uganda is one of the emerging tourism destinations of the equatorial countries in the eastern part of Africa.

Gastronomy tourism can be also an important product in Uganda due to the rich African cuisine and the variety of local dishes across the country.

Gastronomy Tourism, its development and characteristics

Uganda Vision 2040

Initiatives to promote gastronomy

Wide range of traditional dishes

Gastronomy Tourism and climate change

Barriers and challenges to gastronomy tourism in Uganda

- Regulations (i.e., licensing requirements, bureaucratic hurdles)
- Inadequate marketing and promotion efforts
- Lack of adequate support to local farmers and livestock breeders)
- Lack of central governmental support

Success Factors of Gastronomy Tourism In Uganda

Collaboration between government agencies, culinary businesses, local communities, and tourism stakeholders

Organizing gastronomy and food festivals

Identifying and promoting unique culinary experiences

Key gastronomy and food festivals in Uganda

Name	City	Central theme/Highlight dish
Luo food festival	Mukono	Variety of local foods, cooking competition, and cultural dances
Rolex festival	Kampala	A fantastic weekend event that celebrates the Ugandan dish, Rolex, which is made of fried eggs covered in chapati (flat bread).
Uganda Food Festival	Kampala	This festival brings together food enthusiasts to enjoy a variety of local and international cuisines
Kampala Cocktail Week	Kampala	This event features special cocktail menus, masterclasses by expert bartenders, and tasting events in some of the city's top venues
Pearl of Africa Tourism Expo (POATE) Food Festival	Kampala	Part of the larger tourism expo, this food festival highlights the best of Ugandan cuisine,
Nyege Nyege Festival	Jinja	Known primarily as a music festival, Nyege Nyege also offers a variety of food experiences.
Jinja Food Festival	Jinja	Held in the picturesque town of Jinja, this festival celebrates local foods and drinks.
Kampala Restaurant Week	Kampala	This event showcases the culinary talents of chefs from various restaurants
Ekyooto Cultural & Food Festival	Uganda Museum, Kampala	Local and international dishes
TOKOSA FOOD FESTIVAL		An annual event that celebrates the craft of cooking
Kampala Food Festival	Kampala	To showcase local and international food cuisines enjoyed in Uganda
All Nations Cultural Food Festival	Kampala	To showcase cultural foods in the country from all nations.

Governmental strategies and tools to foster gastronomy tourism in Uganda

Encouraging culinary entrepreneurship and small-scale food businesses

Promoting the historical and cultural significance of local foods

Engaging in marketing and promotion campaigns

Supporting food festivals and events

Policy Recommendations for Uganda

01

Building on its strong food heritage and cooking traditions to engage in active development and promotion of gastronomy tourism.

02

Developing new culinary programs and enhancing the quality of existing ones to ensure strong human resources outcomes.

03

Development plans should consider addressing infrastructure issues as a strategic goal to foster gastronomy tourism development

Türkiye

Türkiye

General Outlook

Gastronomy tourism not only enhances Turkey's visibility on the global stage but also substantially contributes to its invisible export earnings by drawing upon indigenous culinary heritage and utilizing locally sourced food and beverages

Gastronomy Tourism, its development and characteristics

Significant Niche

70 Gastronomy Culinary Associations

Rich Culinary Heritage

International Branding Initiatives

Barriers and challenges to gastronomy tourism in Türkiye

- Efforts to breakout to the international market
- Awareness of Türkiye's gastronomy tourism potential
- Infrastructure and accessibility in certain regions
- Adequate facilities for gastronomy tourists in some regions

Success Factors of Gastronomy Tourism In Türkiye

Growing popularity of Turkish cuisine worldwide

Gastronomy experiences are incorporated into cultural tours

Food-themed festivals in Türkiye

Key gastronomy and food festivals in Türkiye

Name	City	Central theme/Highlight dish
Adana taste festival	Adana	Kebap
Alaçatı herb festival	Izmir	Local herbs and regional dishes
Antalya taste festival	Antalya	Orange and local traditional dishes
Bodrum taste festival	Bodrum	Mushroom, olive, and seafood
Bursa gastronomy festival	Bursa	Iskender Kebap and Meatball
Gaziantep gastronomy festival	Gaziantep	Lahmacun, Beyran Soup and Kebaps
International Istanbul gastronomy Festival	Istanbul	Traditional Palace cuisine
Istanbul fish festival	Istanbul	Seafood
Izmir food festival	Izmir	Izmir Dolma and Meatball
Mersin international citrus festival	Mersin	Citrus and tantuni

Governmental strategies and tools to foster gastronomy tourism in Türkiye

Comprehensive gastronomy tourism policies

Financial incentives and grants

Marketing campaigns

Training programs in culinary arts

Policy Recommendations for Türkiye

01

Intensifying gastrodiplomacy activities targeting major gastro tourist-sending markets.

02

Internationalization of food-themed festivals.

03

Increasing the number of restaurants featured in popular restaurants guides

04

Integrating food and culinary offerings in existing marketing communications.

05

Encouraging merging between associations in Türkiye with “gastronomy” as the core scope

Benchmarking Case Study

Italy

ITALIA NATIONAL TOURIST BOARD

Success Factors of Gastronomy Tourism In Italy

Michelin restaurants

Italian celebrity chefs

Quality certification

Agri-tourism

Food museums

Gastrotomy tours

Food markets

Globally reputed Italian cuisine

Rich and diverse regional culinary heritage

Creative gastronomy cities

Sustainable gastronomy tourism

Food festivals and events

Italian food media

Worldwide visibility

Thank you

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