



DEVELOPING AND BRANDING GASTRONOMY TOURISM DESTINATIONS WITHIN OIC

23rd MEETING-TURKEY

Case Study- Developing and Branding Gastronomy Tourism in The Maldives

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Outline

**Overview of
Maldives and
Maldives
Gastronomy**

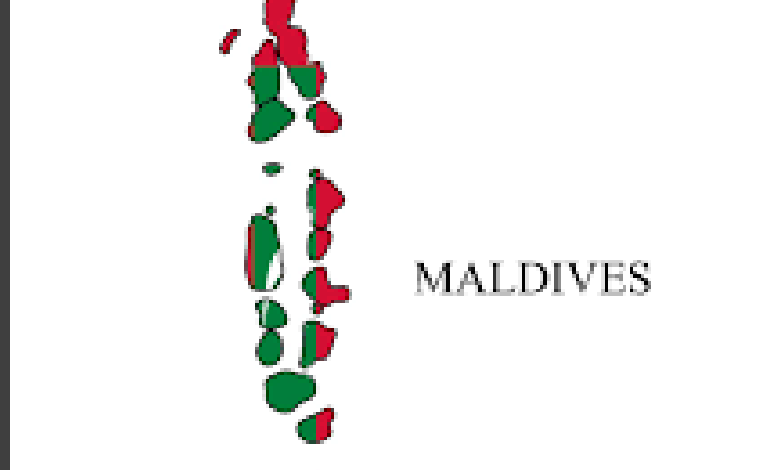
**Case Studies:
Gastronomic
Tourism and its
development and
Innovations**

**Challenges branding
Gastronomy
Tourism in the
Maldives**

**Key Gastronomic
Activities in the
Maldives**

**Government
Strategies of
Gastronomic
Tourism**

Recommendation



Overview of the Maldives

Population: 528,209

Archipelagic nation with 1190 islands

Maldives is globally recognized as a luxury destination

Tourism is the main contributor to the economy – 24.7% GDP

Unique Selling Point is One Island and one Resort





Maldivian Culture

The culture and heritage of the Maldives is richly comprised of traditional festivals, cuisine, music, and food, developed over the years in accordance with the island environment.

The Maldivian culture and tradition comprise numerous events and occasions that involve traditional culinary experiences in the celebrations.

Overview of Maldivian Cuisine

Traditionally associated with sun, sand, and sea.
Recent years gastronomic tourism has begun to play a significant role.
Traditional cuisine of the Maldives were to some extent influenced by countries; Sri Lanka, India and Portugal.
Maldives has a rich variety of traditional cuisine.
Maldivian cuisine offers a wide range of tastes from mild to very hot dishes that are prepared using local ingredients.
Exotic flavours: curry leaves, coconuts, chilli and limes.
Fresh Seafood: Tuna and reef fish.
Local Ingredients: breadfruit, taro and local spices.





Culinary Diversity in the Maldives

Traditional Maldivian Cuisine
Influences from other Cuisines
Modern Fusion Cuisine



Key Gastronomic Activities in Maldives





Case Example of Gastronomy

- Soneva Fushi-Maldivian Food- fine dining experience
- Atmosphere Kanifushi- Local Restaurant
- JA Manafaru, local “Malaafaiy” fine dining concept
- Sun Shiyam, Local dining and local cooking class
- Oaga Resorts- Local dining experience and Cultural shows
- Badhige- Chef Mode
- The Maldives Kitchen- Local Restaurant



Challenges in Developing and Branding Maldivian Gastronomy

- Logistic and Supply Chain Issues
- Sustainability Issues
- Limited locally sourced resources
- Preservation of local culinary heritage
- Talent Retention
- Balancing Authenticity
- Diverse cuisines and fine dining concepts in the resort
- Absence of a well-defined guideline/ plan for gastronomy tourism.
- Lack of financial resource
- Less consideration given to promote **Gastronomy**



Opportunities for Developing Gastronomy

Cultural
Promotion
Through Food

Farm-to-Fork
Movement

Integration of
International
Cuisine

Culinary
Events and
Festivals

Culinary
Education and
Training

Local Island
Involvement

Promotion of
Sustainable
Gastronomy



Branding the Maldives as a gastronomic Destination

Key Brand Elements:

- Authenticity of Maldivian Cuisine
 - Unique, immersive culinary experiences
 - Integration with resort and eco-tourism
 - Promoting Local Ingredients
 - Story Telling and Heritage
 - Luxury Meets Tradition
 - Influence of Global Trends
 - Brand Positioning
 - Marketing Channels
-



Government Strategies of Gastronomic Tourism

01

Compile an inventory of local food and cuisine from different atolls
Set quality and health and safety standards for Maldivian cuisine

02

Develop branding and marketing strategy for Maldivian cuisine

03

Increase access to finance for projects on speciality restaurants, cafes, and local delicacies

04

Organise an annual Maldivian food festival with international culinary challenges

05

Conduct culinary and plating skills training for island-based entrepreneurs in the culinary sector

06

Organise an annual TV competition show of chefs industry to inspire working in the tourist local fine dining

07

Make advanced Maldivian culinary programmes for YouTube

Recommendations



- **Intensifying activities to culinary tourists**
 - **Enhancing local supply chain**
 - **Local Culinary Education and Training Programmes**
 - **Public-Private Partnerships to promote food tourism**
 - **Developing more local restaurants**
 - **Offering Pilot programmes**
 - **Marketing Gastronomy activities nationally and internally**
 - **Stakeholders' engagement in developing gastronomy policies and plans**
 - **Incorporating gastronomy as a key concept.**
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Conclusion

Key Take aways:

The Maldives has significant potential to grow as a gastronomy tourism destination

Emphasizing the cultural richness of its cuisine and incorporating sustainable practices can enhance its tourism brand

Strategic branding and marketing are crucial for positioning Maldives as a top choice for gastro tourists globally



THANK YOU