

A photograph of a tea plantation on rolling hills. Several women are seen harvesting tea leaves. In the foreground, two women are looking at a small object, possibly a tea leaf, while another woman sits nearby. The background shows more tea bushes and trees on the hills.

# **GASTRO-TOURISM: Mobilizing Local Food & Drink Resources for Destination Development**

**HELENA A. WILLIAMS, Ph.D.**

# WHAT IS GASTRO-TOURISM?



*“The pursuit of memorable, authentic food & beverage experiences while traveling locally, regionally or globally.” (Williams et al., 2014)*

# WHAT GASTRO-TOURISM REQUIRES

Identifying local food & beverage resources

Knowledgeable people willing to share their kitchen cultures in genuine ways.

## **WHAT IT DOES NOT NEED!**

*Extraordinary natural or man-made features such as mountains, amusement parks, 5-star hotels.*



*All geographic destinations have unique food & beverage cultures to share.*

# ABOUT GASTRO-TOURISTS

- Travel more often
- Stay longer
- Spend more
- Create more eWOM
- Post more on social media

*They are food enthusiasts who want to go **behind the scenes** to taste, touch, and learn about region specific foods or beverages with local **kitchen culture experts**.*



*50% of all travelers  
are **FOODIES!***

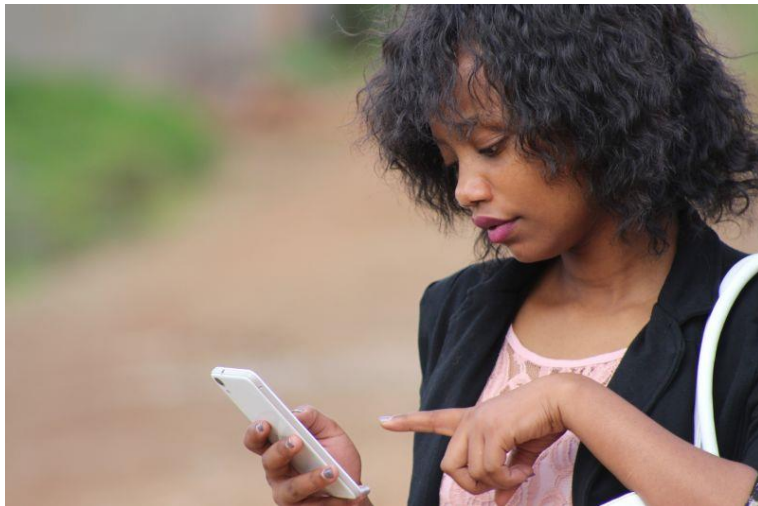
# INTERNATIONAL TOURISM TRENDS



**SEEKING EXPERIENCES**



**PERSONALIZATION**



**DIGITALIZATION  
(HIGH TOUCH & HIGH TECH)**



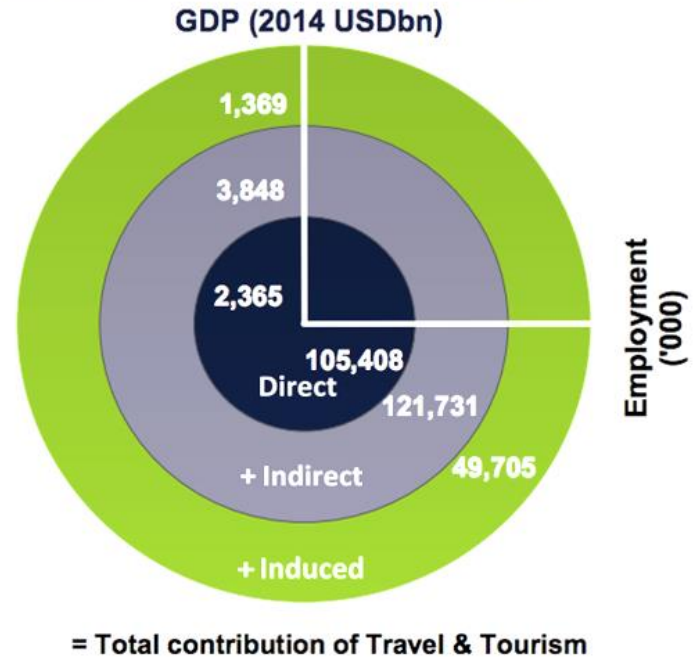
**IMPLICATIONS OF OVER-TOURISM**

# **ABOUT THE MARKET**

# MARKET SIZE

- Global Travel/Tourism market
  - \$7.6 Trillion (2014)
  - \$11.4 Trillion (2025)
- Global Food+Beverage market
  - \$380 Billion (2014)
  - \$570 Billion (2025)**

Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2014



*HUGE REVENUE AND  
JOB-CREATION POTENTIAL*

# BABY-BOOMERS LED THE WAY

Emulating the celebrity chefs they watched on TV

Trying to recreate the authentic culinary experiences they watched and read about. (Barcelona Field Studies Center, 2012)

24% of Baby Boomers identify as foodies and spend disposable income on food-related activities (Boyle, 2013; Levin, 2015)



*“Sleep on the floor if you have to. Find out how other people live, eat, and cook. Learn from them wherever you go.” - Anthony Bourdain*



# MILLENNIAL GASTRO-TOURISTS

**50% of Millennials self-identify as foodies**

**52% would rather attend a food festival than a music festival**

**78% chose to spend discretionary money on a memorable food experience over a purchased item**

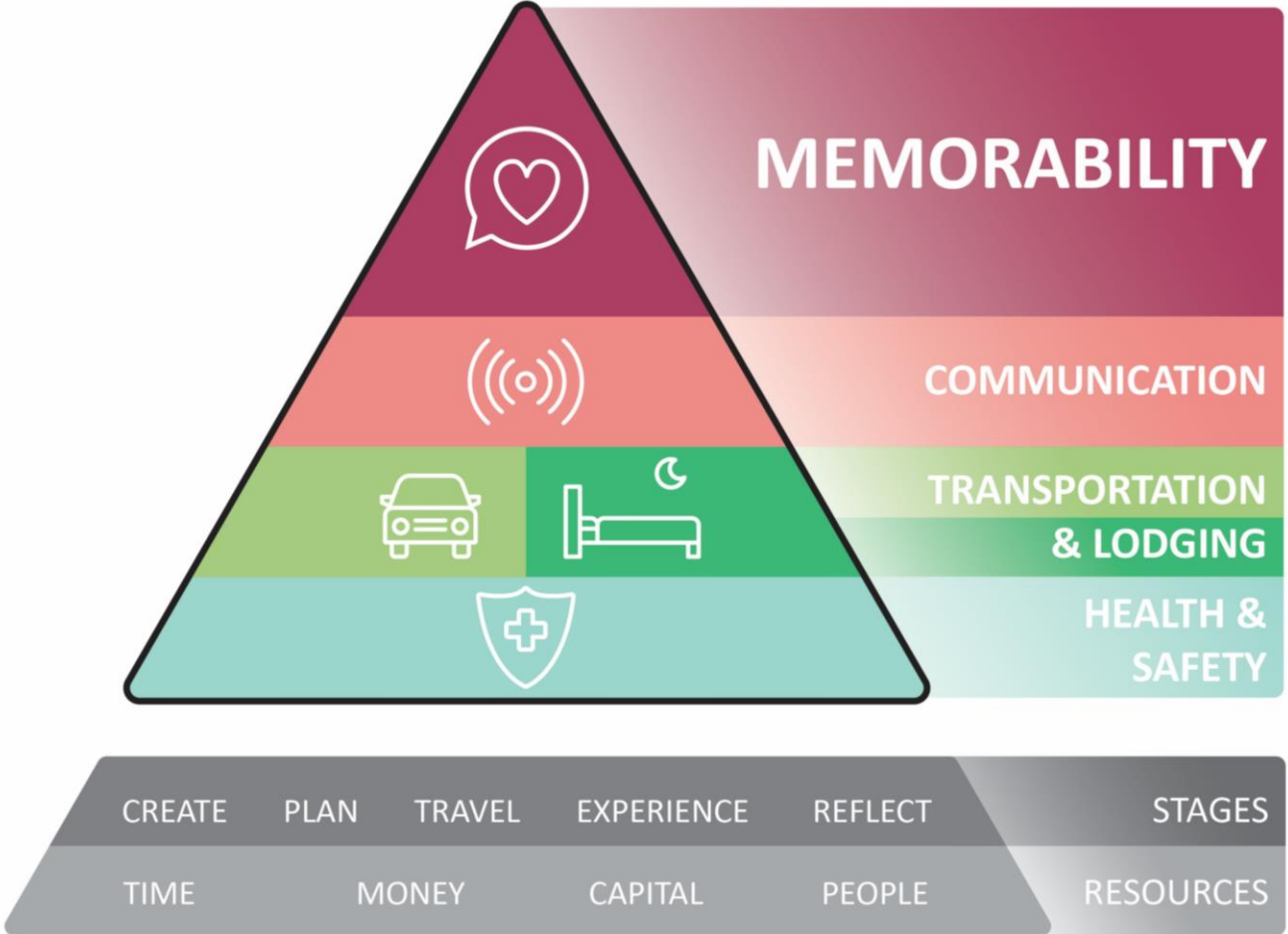


***44% have posted a photo of a food or drink experience on social media***

(Eventbrite, 2014; UCI Trend Lab, 2014; Boyle, 2013; BBDO Atlanta, 2013)

**CRITICAL ELEMENTS OF  
SUSTAINABLE  
GASTRO-DESTINATION  
DEVELOPMENT**








# INFRASTRUCTURE



*CRITICAL ELEMENTS OF SUSTAINABLE GASTRO-TOURISM DEVELOPMENT*



(Williams, Yuan & Williams, 2018)

# MOST IMPORTANT HEALTH & SAFETY CONSIDERATIONS

|   |                     |   |
|---|---------------------|---|
| 1 | DRINKING WATER      |    |
| 2 | SAFE FOOD HANDLING  |    |
| 3 | CRIME & SECURITY    |    |
| 4 | SAFE LODGING        |    |
| 5 | CLEAN BATHROOMS     |    |
| 6 | SAFE TRANSPORTATION |  |
| 7 | CLEAN LODGING       |  |






*Results of Friedman Non-Parametric Test*  
*1 = Most Important*

# PREFERRED METHOD TO DETERMINE HEALTH & SAFETY WHILE PLANNING

|   |   |   |
|---|---|---|
| 1 | <b>READ WRITTEN INFORMATION</b><br>- look for assurances  |    |
| 2 | <b>ONLINE WEBSITE</b><br>- look for assurances            |    |
| 3 | <b>ONLINE BLOGS/SOCIAL MEDIA</b><br>- look for assurances |    |
| 4 | <b>ASK PEOPLE WHO HAVE BEEN THERE</b>                     |    |
| 5 | <b>CALL THE DESTINATION WITH QUESTIONS</b>                |    |
| 6 | <b>ASK TOURISM PROFESSIONALS</b>                          |   |
| 7 | <b>EMAIL THE DESTINATION WITH QUESTIONS</b>               |  |

*Results of Friedman Non-Parametric Test*  
*1 = Most Important*

# MOST IMPORTANT TRANSPORTATION CONSIDERATIONS FOR GASTRO TOURISTS

|   |                     |  |
|---|---------------------|--|
| 1 | SAFE                |   |
| 2 | RELIABLE            |   |
| 3 | CLEAN               |   |
| 4 | FRIENDLY            |   |
| 5 | EASY/CONVENIENT     |   |
| 6 | QUICK               |   |
| 7 | ECONOMICAL          |   |
| 8 | LEISURELY           |   |
| 9 | AUTHENTIC COMPONENT |  |


*Results of Friedman Non-Parametric Test*

*1 = Most Important*

 *Transportation related*

 *Health & Safety related*

 *Memorability related*

 *Direct person-to-person communication*

# COSTA RICA INVESTS IN INFRASTRUCTURE

“This investment generates employment and energizes other sectors, especially tourism,” said **President Carlos Alvarado**, “with better air terminals, tourists will have the option to reach remote destinations in a short time.”

## Recent Comments from Tourism Minister María Amalia Revelo

Tourism currently contributes between 9% and 10% of Costa Rica’s GDP, which justifies the need for investments.










Foreign tourists (3 million last year) who arrive in Costa Rica visit an **average of five destinations**, which allows extending the benefit of tourist income throughout the territory.

Invertiremos  
**€90 mil millones**  
para modernizar  
nuestros aeropuertos



*GOVERNMENT with PRIVATE SECTOR  
will invest \$160 million in 2020 at  
4 international airports & 8 local airfields*

## MOST IMPORTANT LODGING CONSIDERATIONS FOR GASTRO TOURISTS


|   |   |   |
|---|---|---|
| 1 | CLEAN                                     |  |
| 2 | RELIABLE                                  |  |
| 3 | SAFE                                      |  |
| 4 | FRIENDLY STAFF                            |  |
| 5 | COMFORTABLE BEDS                          |  |
| 6 | ECONOMICAL                                |  |
| 7 | EASY TO GET TO /<br>CONVENIENT LOCATION   |  |
| 8 | HAS WIFI                                  |  |
| 9 | HAS POOL, HOT TUB,<br>EXERCISE FACILITIES |  |


*Results of Friedman Non-Parametric Test*

*1 = Most Important*

 *Lodging related*

 *Transportation related*






 *Health & Safety related*

 *Direct person-to-person communication*

 *Indirect communication*




## MOST IMPORTANT COMMUNICATION FACTORS FOR GASTRO TOURISTS

|     |   |   |
|-----|---|---|
| 1   | WIFI ON SITE                                  |    |
| 2   | MY NATIVE LANGUAGE                            |    |
| 3   | INTERNET COMMUNICATION WHILE PLANNING         |    |
| 4   | CELL PHONE COVERAGE AT THE DESTINATION        |    |
| 5/6 | PHONE ACCESS WHILE PLANNING                   |    |
| 5/6 | ACCURATE COMMUNICATION / NO MISCOMMUNICATIONS |    |
| 7   | AUDIO TRANSLATIONS OR INTERPRETERS            |    |
| 8   | WRITTEN SIGNS OR HANDOUTS                     |   |
| 9   | INTERACTIVE MOBILE APP                        |  |

*Results of Friedman Non-Parametric Test*

*1 = Most Important*

 *Direct person-to-person communication*

 *Indirect communication*


(Williams, 2018)

## FACTORS THAT HAVE FRUSTRATED GASTRO TOURISTS WHILE PLANNING

|   |   |   |
|---|---|---|
| 1 | NO PHONE NUMBER   |    |
| 2 | PROBLEMS BOOKING LODGING                                |    |
| 3 | DIFFICULTY PLANNING LOCAL TRANSPORTATION                |    |
| 4 | COULD NOT FIND RELIABLE HOURS OF OPERATION              |    |
| 5 | COULD NOT SPEAK WITH A HUMAN PERSON                     |    |
| 6 | LANGUAGE, COMMUNICATION, OR TRANSLATION PROBLEMS        |    |
| 7 | TRAVEL INDUSTRY DID NOT HAVE INFO ON FOOD AND BEV SITES |    |
| 8 | LACK OF ONLINE INFO REGARDING FOOD AND BEV EXPERIENCES  |   |
| 9 | DIFFICULTY GETTING PRICE INFO                           |  |

*Results of Friedman Non-Parametric Test*

*1 = Most Important*

 *Direct person-to-person communication*

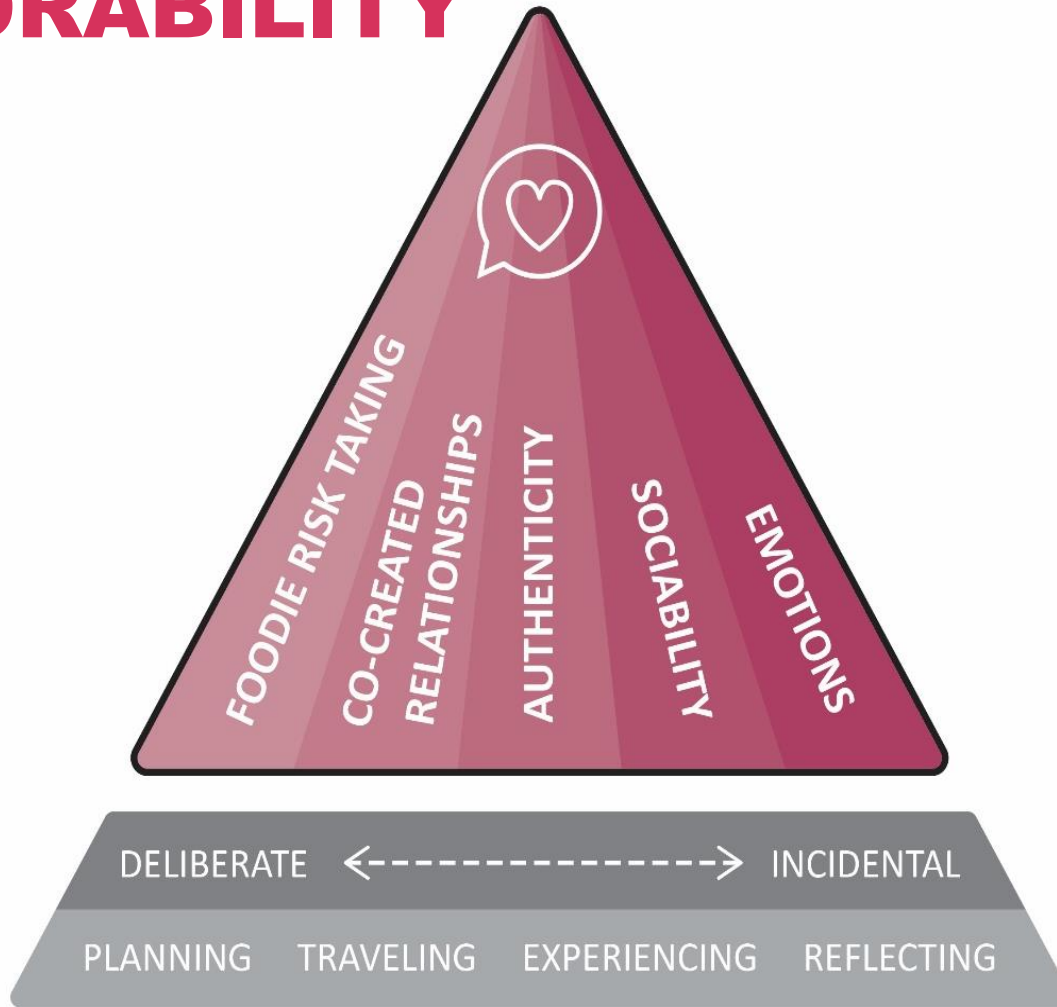
 *Indirect communication*

 *Transportation related*

 *Lodging related*

**MEMORABILITY**

# MEMORABILITY



*SEVEN ATTRIBUTES LINKED TO  
MEMORABLE TOURISTS'  
EXPERIENCES'*

# TOP 14 AUTHENTICITY DESIRES

1. Having fun
2. Tasting is part of the experience
3. Enjoying the food
4. Unique cuisine
5. Knowledgeable hosts
6. Interesting cooking techniques
7. Making memories/building intimacy with friends/family/loved ones
8. Hands on experiences
9. Bringing home new recipes
10. Casual dining is part of the experience
11. Learning about a new culture
12. Watching an experienced cook or chef
13. Hosts and tourists co-create the experience
14. Local or regional host

*Items were distilled from qualitative data and then rank-ordered by gastro-tourists in quantitative questions.  
(Freidman Non-Parametric Ranking Test)*

# **STAKEHOLDERS**

# KEY PRIMARY STAKEHOLDERS

## 1. TOURISTS

WHO SEEK  
GASTRO-EXPERIENCES



## 2. OWNERS/MANAGERS OF GASTRO-BUSINESSES



## 2. DEVELOPERS OF TOURISM DESTINATIONS



# WHAT THEY WANT AND NEED

## 1. TOURISTS

WHO SEEK  
GASTRO-EXPERIENCES

**EASY TO FIND  
GASTRO-ACTIVITIES**

**CONVENIENT ACCESS**

**RELIABLE CONTENT**

**TRUSTWORTHY**

**AUTHENTIC  
MEMORABLE  
EXPERIENCES**

## 2. OWNERS/MANAGERS OF GASTRO-BUSINESSES

**STEADY FLOW OF OUT-  
OF-AREA TOURISTS TO  
SUPPLEMENT LOCAL  
LOYALS**

**STRENGTHEN THEIR  
BRAND IMAGE**

**HIGHER REVENUE**

**ELEVATED STATUS**

**COST-SHARING WITH  
PARTNERS**

## 2. DEVELOPERS OF TOURISM DESTINATIONS

**ECONOMIC  
DEVELOPMENT IMPACT**

**JOB CREATION**

**IMPROVE QUALITY  
OF LIFE**

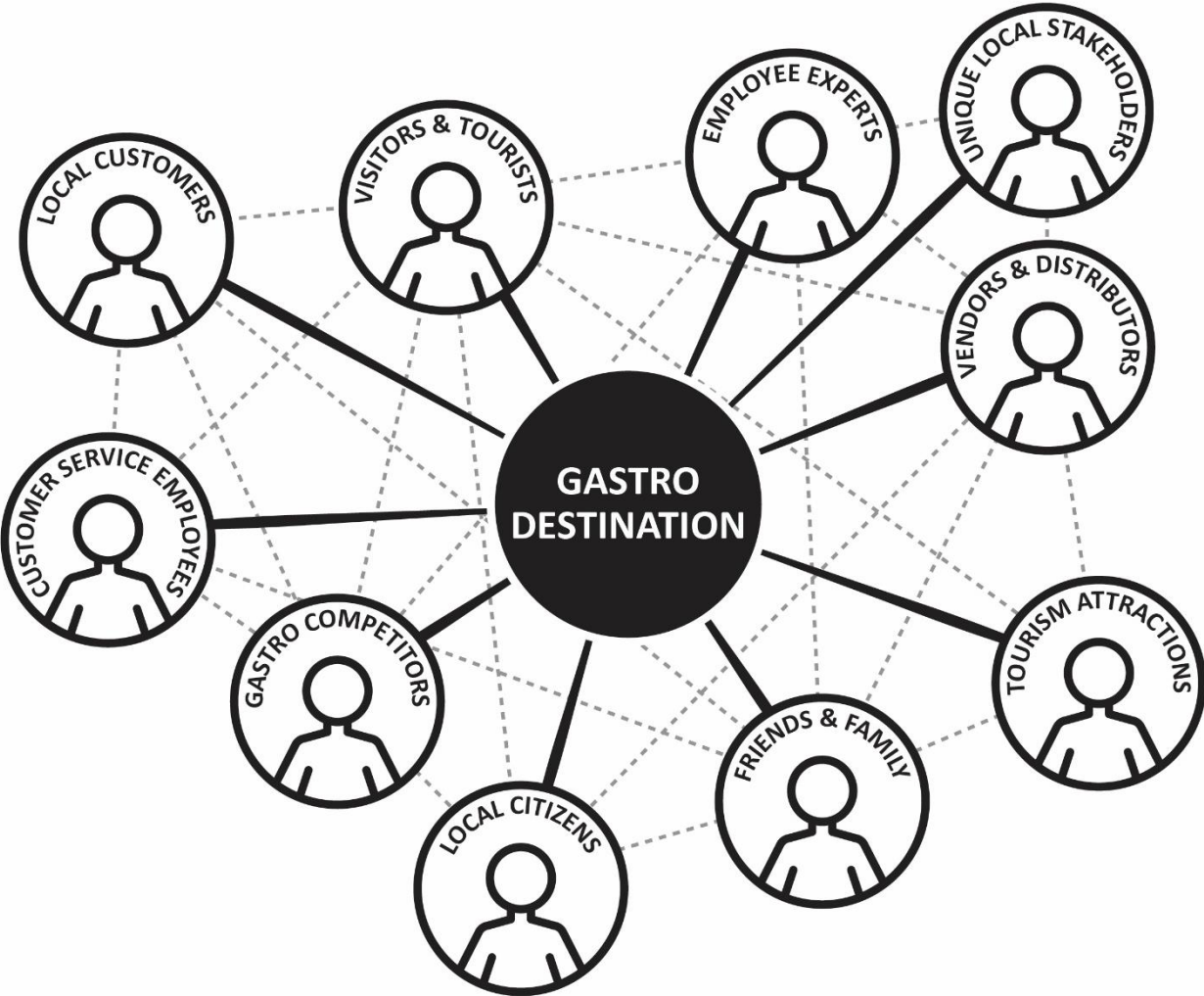
**REDUCE POTENTIAL  
FOR OVER-TOURISM**

**REDUCE FOOD WASTE  
& ELIMINATE HUNGER**

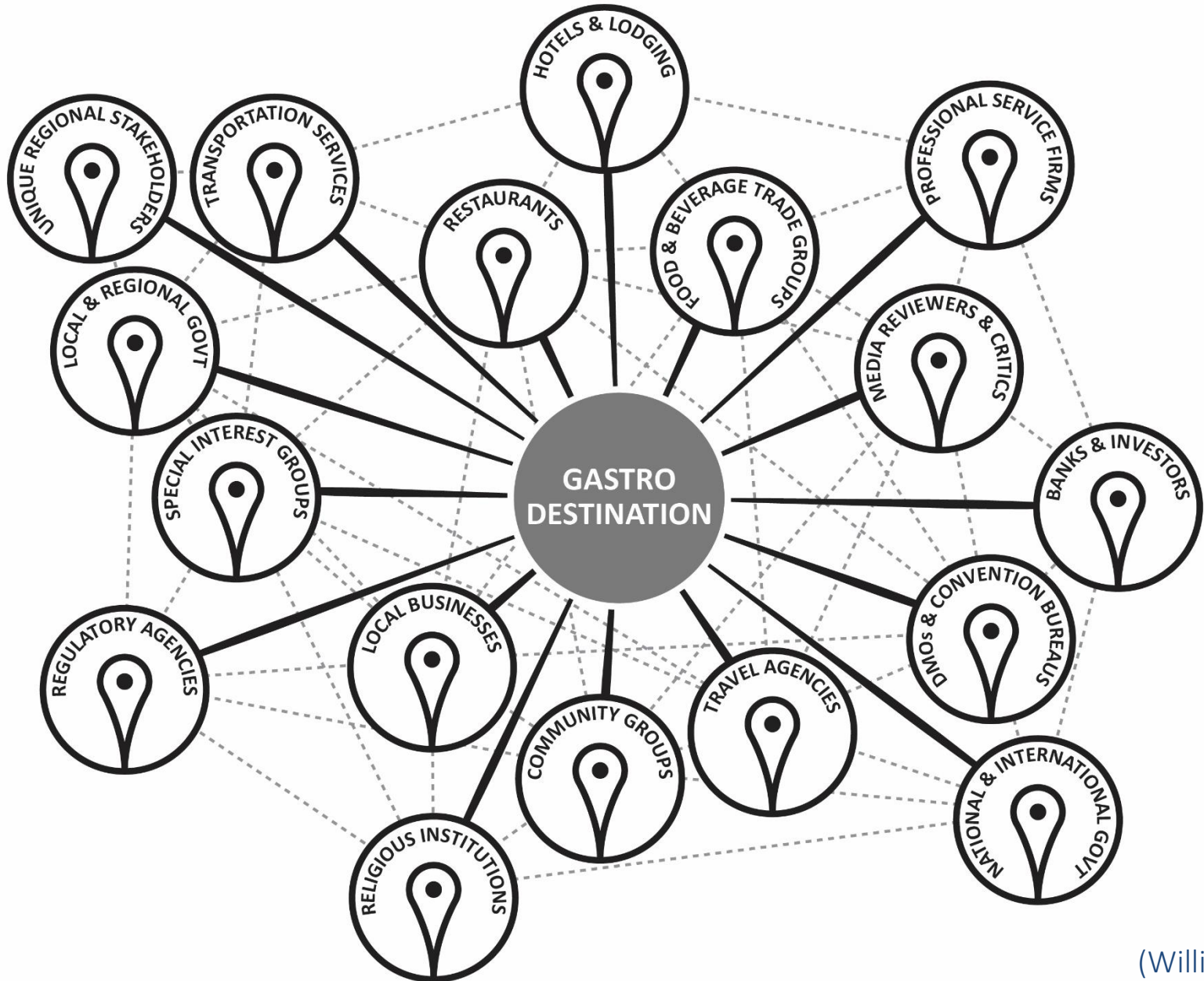
**RECOGNITION AND  
PRESTIGE**



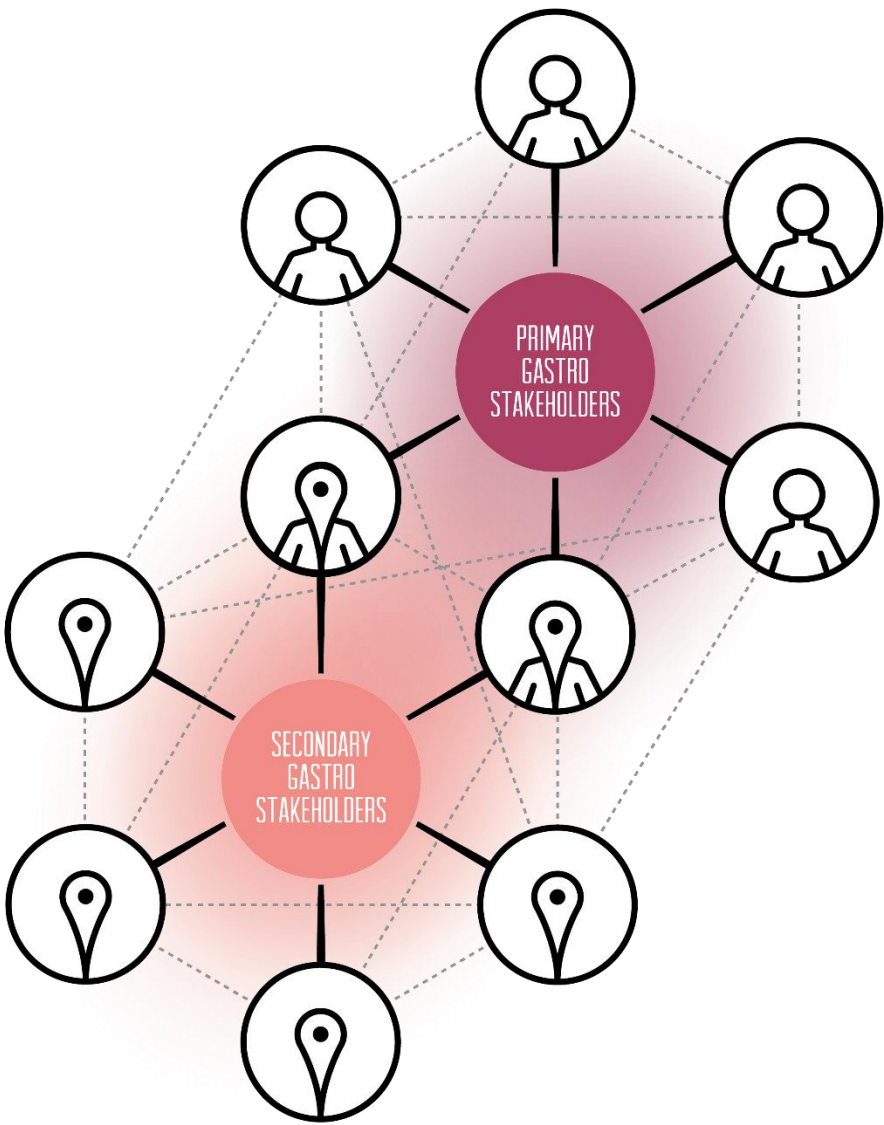
# PRIMARY STAKEHOLDERS



# SECONDARY STAKEHOLDERS






# WORKING STAKEHOLDER MODEL



# WORKING STAKEHOLDER MODEL



-  PRIMARY STAKEHOLDERS
-  SECONDARY STAKEHOLDERS
-  STAKEHOLDERS THAT FLUCTUATE BETWEEN PRIMARY & SECONDARY

# What DEVELOPERS VALUE MOST ABOUT GASTRO-TOURISM

- **Boosts** local economies through new outside-of-the-area monies
- **Creates** local jobs and a skilled workforce
- **Elevates** local living standards such as potable water and sewage management to attract and satisfy tourists but citizens benefit as well.



# WHAT WORKS?



**6+ CLUSTERS ATTRACT TOURISTS & IMPACT ECONOMIC DEVELOPMENT**

**INTERNATIONAL  
GASTRO-TOURISM  
INITIATIVES**

# Wales Named Gastronomic Destination (2015)\*



\* The Guardian

Government Grants awarded to help fund specific projects and activities that promote Welsh Food.

This spurred increases in the number of Food Festivals, tourist trails, and added gastronomic components to existing tourist packages

The brand has been embraced by the Welsh people as well – new businesses that bring out-of-town tourists into the kitchens of Welsh families now exist.



# PERU'S VISION & MISSION

*“By the year 2021, ensure Peruvian cuisine is recognized worldwide for its high quality in diversity and richness, and that the country is consolidated as the main dining destination in the world.”*

*“Promote gastronomy as a factor of identity, sustainable, decentralized and inclusive development.”*



# PERU'S BRANDING



Annual Food Festival  
(392,000 attendees)



World's leading culinary  
destination 2012-2017

# PERU'S GASTRONOMIC MARKETING CAMPAIGN







A group of seven people are gathered in a forest, likely foraging. They are wearing outdoor gear, including jackets, scarves, and boots. Several individuals have large backpacks and are holding wicker baskets. The forest floor is covered in fallen leaves, and the trees are mostly bare, suggesting an autumn setting. The group is engaged in conversation, with some looking towards a man in a plaid shirt who appears to be speaking.

**QUESTIONS?**

**EMAIL HELENA A. WILLIAMS  
FOR REFERENCES AND ADDITIONAL FINDINGS AT  
[gastrogatherings@gmail.com](mailto:gastrogatherings@gmail.com)**

**END**

**Additional Background &  
Research Slides Follow**

# Attributes of Memorable Gastro-tourists' Experiences

# Features and Definitions

**Two Types** of gastro-travelers report memorable experiences.

- **Deliberate** gastro-tourists plan trips that revolve around food
- **Incidental** gastro-tourists travel for some other primary reason, like business or visiting friends, and also go on side trips to experience food or drinks

**Memory** trigger moments occur across travel stages.

- Planning
- Traveling
- Experiencing
- Reflecting

**Foodie Risk-Taking** is prevalent in memorable gastro-experiencing.

- Desire to taste and prepare new exotic unusual foods and beverages
- Willingness to experiment
- Willingness to travel to extreme locations
- Luxury accommodations are not requirements

The **Quality** of the **Relationship** between hosts and tourists contributes to memorability.

- Interdependent
- Co-created
- Genuine



# Attributes of Memorable Gastro-tourists' Experiences (cont.)

# Features and Definitions

**Authenticity** is important to the memorability of gastronomic experiences but how it is defined varies per individual tourist and host.

- Involves the local food and drink
- Involves local kitchen cultures
- Involves cooking methods and practices
- Authenticity is individually defined based on expectations and practices
- Co-creation or hands-on involvement intensifies authenticity

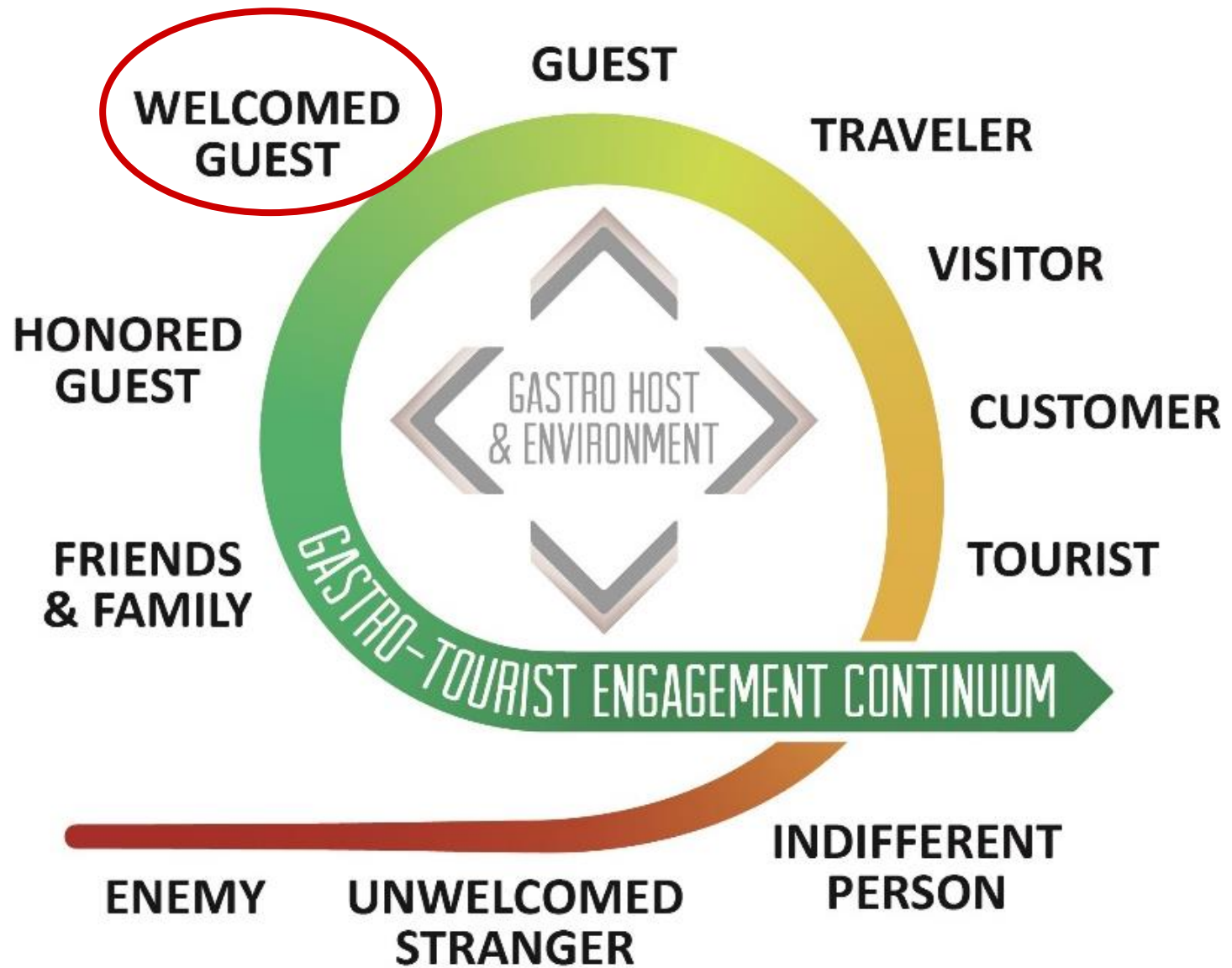
**Sociability** aspects between traveling companions and hosts, chefs and support staff contribute to memorability.

- Traveling with friends or family
- Traveling with like-minded strangers
- Friendly, helpful, knowledgeable support staff

**Emotions** bring about triggering moments that contribute to creating memorable experiences.

- Intense emotions such as awe, wonder, acceptance, excitement, wonder, love, are words tourists use when describing their most memorable experiences.

(Williams, Yuan & Williams, 2018)

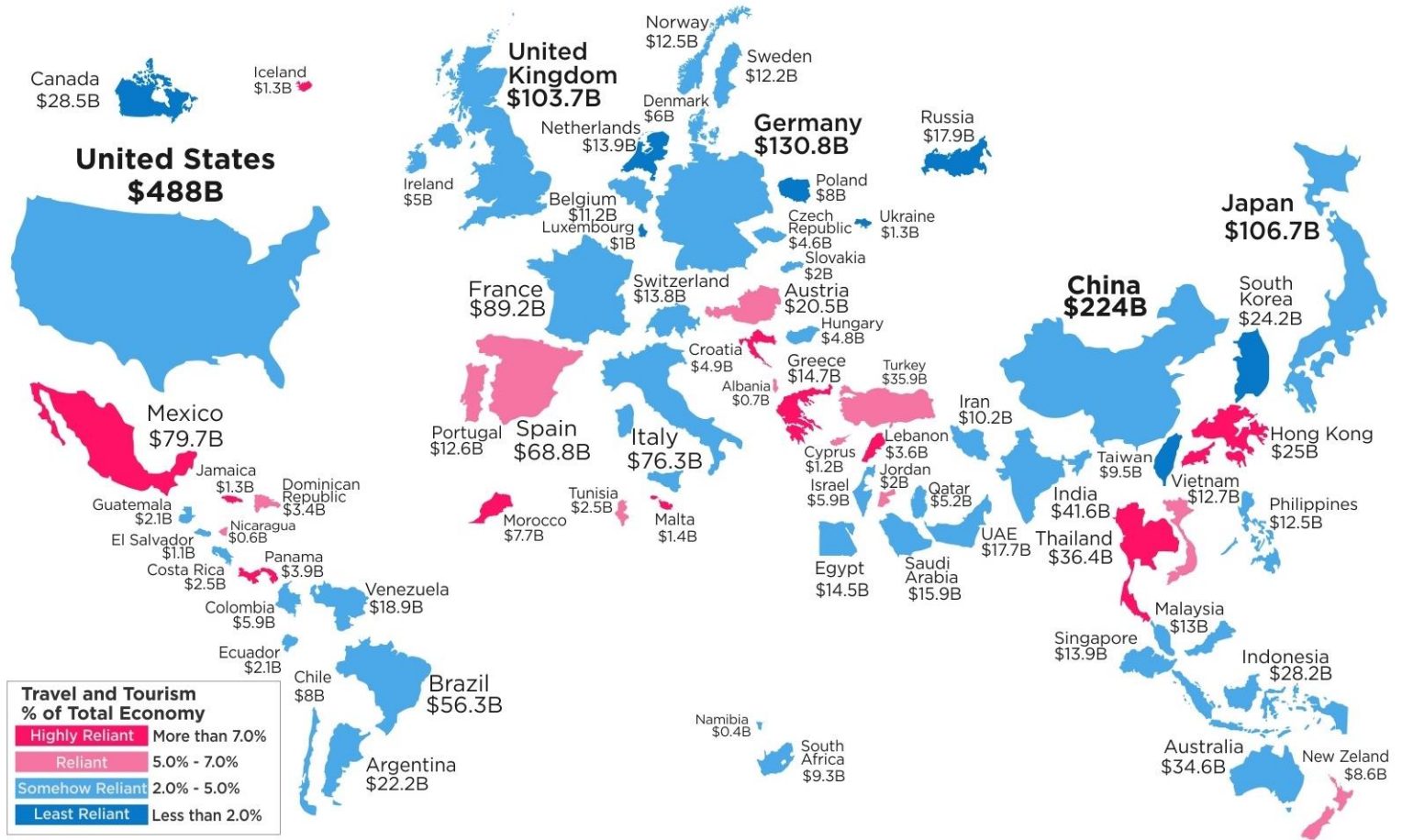


# COMPETITIVE ADVANTAGE

- **Self**-regulating / **Co**-promoting
- **Difficult** to copy or replicate
- Indirect tourism competitors can become **affiliates**

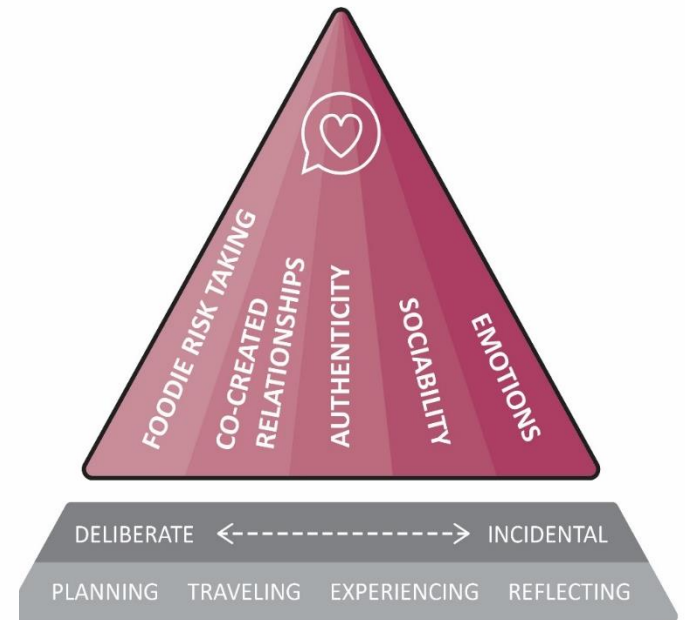
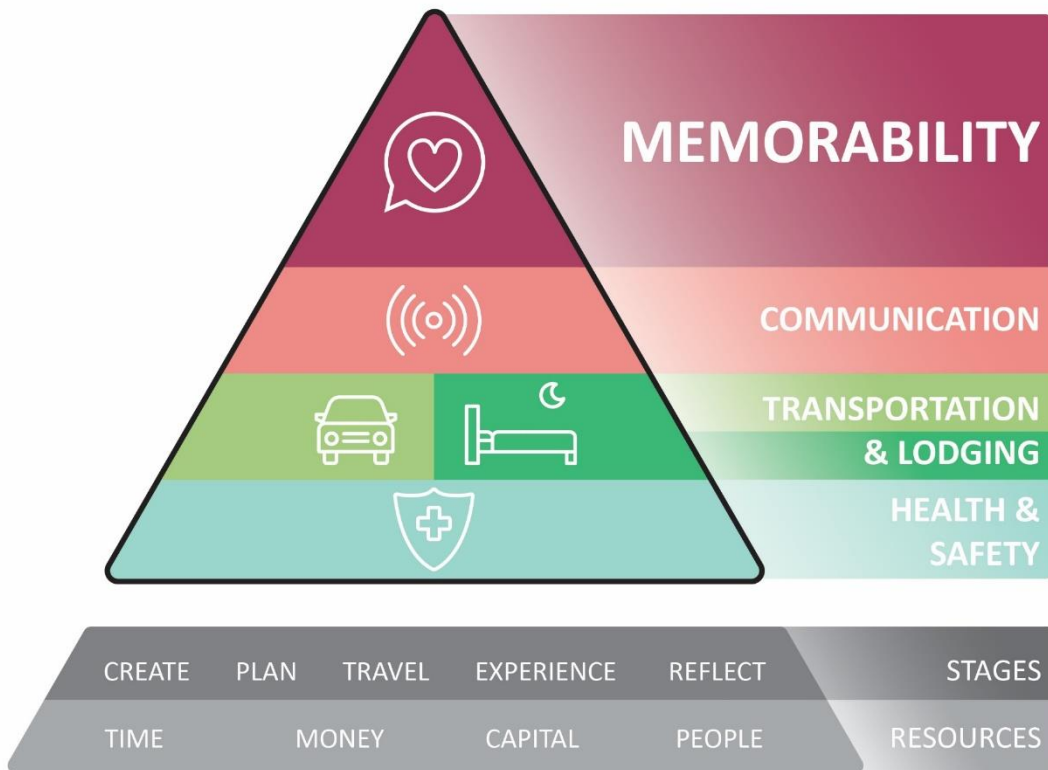


# T&T % OF TOTAL ECONOMY



*TRAVEL AND TOURISM ECONOMIES SPAN THE GLOBE*





(Williams, Yuan & Williams, 2018)