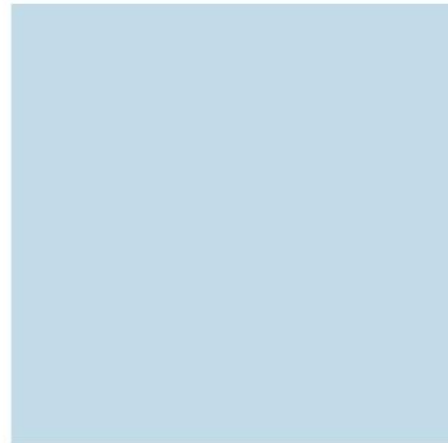
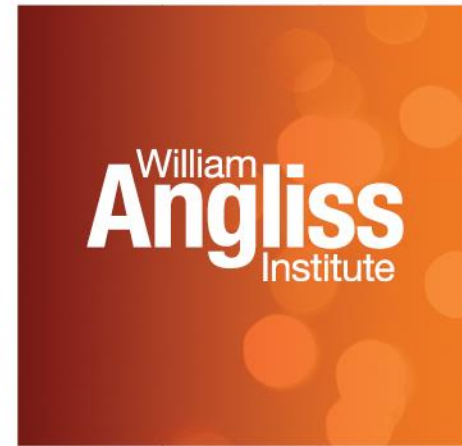


CULINARY TOURISM: THE IMPACT OF TRAVELLING FOR FOOD AND DRINKS



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Dr Ajay Khatter, Senior Lecturer, William Angliss Institute, Melbourne, Australia.

Specialist centre for foods, tourism, hospitality and events

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Topic of the Presentation

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“This conceptual research examines Culinary Tourism in a larger context to see how it impacts sustainability”.

Definition of culinary tourism

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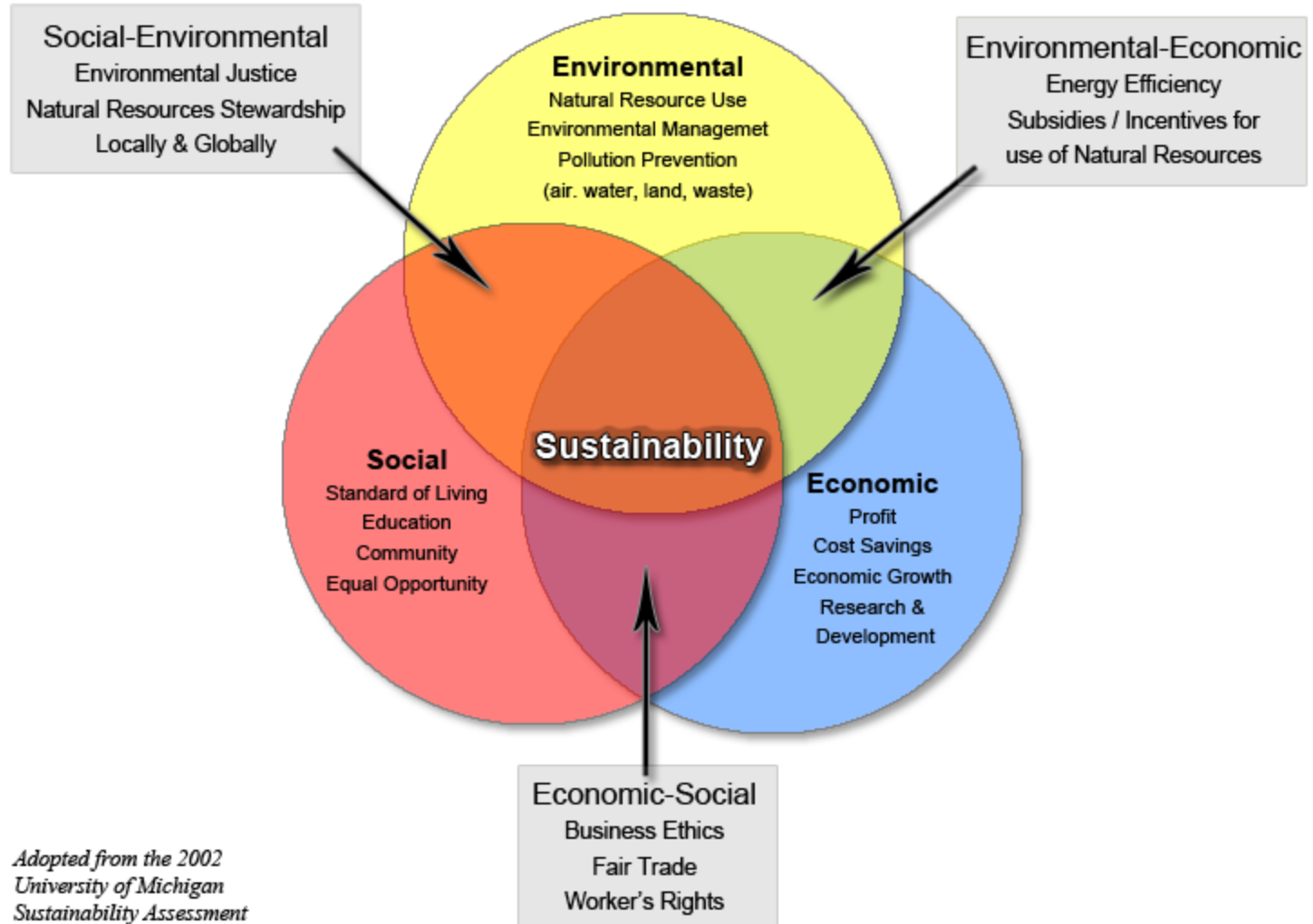
There is no universal definition of culinary tourism; different scholars and organisations have defined it differently.

According to the World Food Travel Association, culinary tourism is

"the pursuit of unique and memorable food and drink experiences, both far and near" (World Food Travel Association, 2021).

The global culinary tourism market was valued at US \$150 billion in 2015 and was expected to reach \$180 billion by 2020 (World Food Travel Association, 2016).

The Three Spheres of Sustainability



*Adopted from the 2002
University of Michigan
Sustainability Assessment*

Literature Review

- **Global warming/Climate change** - Our planet is warming rapidly over a short period, playing havoc with our climate system and natural environment (Henson, 2019, Trenberth et al., 2014).
- Tourism is estimated to generate **about 6% of the world's greenhouse gas (GHG)** emissions (United Nations World Tourism Organization, 2019).
- The tourism industry while it accounts for a lower percentage of global GHG emissions (6%) than its percentage contribution to the **global Gross Domestic Product (GDP) (9%)** (United Nations World Tourism Organization, 2019).
- **The sector's emissions are forecasted to grow by 130% between 2005 and 2035** (Climate Change: Implications for Tourism" (University of Cambridge, 2014)

Literature Review

- Tourists may reduce their environmental consciousness while participating in tourism activities (Dolnicar, Knezevic & Grun, 2019).
- The rapid increase in tourism demand is effectively outstripping the decarbonisation efforts of the tourism sector (United Nations World Tourism Organization, 2019).
- **Effective sustainability management** in the tourism sector is not easily achieved and implemented. Most consumers using when travelling expect ample **water and showering facilities, freshly laundered linen, a good supply of towels, and a variety of food and beverages.**

Positives of culinary tourism

- **"Culinary tourism can be a powerful force for promoting local economies, preserving cultural heritage, and creating employment opportunities."** - Erik Wolf, Founder and Executive Director of the World Food Travel Association.
- **"Culinary tourism is a great way to promote cultural understanding and appreciation, as it helps to break down stereotypes and promote cross-cultural exchange."** - Dr. Lucy M. Long, Founding Director of the Centre for Food and Culture.
- **"Culinary tourism can contribute to the sustainability of local food systems by promoting the consumption of locally produced foods and supporting small-scale producers."** - Dr. Jennifer P. Mathews, Assistant Professor of Tourism at the University of Surrey.

Positive impacts of culinary tourism

- **Social-** social inclusiveness, employment and poverty reduction, cultural values, diversity and heritage
- **Economic-** resource efficiency, can foster inclusive economic growth.
- **Environment-** Supporting local and sustainable food systems, encouraging sustainable practices, Raising awareness and education, promoting sustainable tourism development

Negatives of culinary tourism

- **"Culinary tourism can contribute to over-tourism and the degradation of local environments and cultures, particularly in destinations that are not prepared to handle large numbers of visitors."** - Dr. Daniel Scott, Professor of Tourism at the University of Waterloo.
- **"Culinary tourism can sometimes lead to the commodification of local cuisines, with traditional dishes being adapted or simplified to suit the tastes of tourists."** - Dr. Lucy M. Long, Founding Director of the Centre for Food and Culture.
- **"Culinary tourism can exacerbate issues related to food security and inequality, as local communities may not have access to the same quality or variety of food as tourists."** - Dr. Jennifer P. Mathews, Assistant Professor of Tourism at the University of Surrey.

Negative impacts of culinary tourism

- **Social** - Crowding and congestion, cultural commodification, Disrupt the social fabric of the community, social tensions between tourists and locals.
- **Economic**-Economic inequality, leakage of income, price inflation, dependency on tourism, displacement of local businesses, unfair distribution of benefits
- **Environmental**-Environmental degradation, deforestation, carbon emissions, waste generation, increased water consumption

Findings/Conclusion

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- Culinary Tourism is a necessary evil.
- Implementing sustainability in the Culinary Tourism industry is a complex task due to the presence of many stakeholders with differing agendas and objectives.

Implications and Contribution

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- Stakeholder engagement with each other should become a crucial part of sustainability if it is to gain more influence in the growing culinary tourism industry.
- Stakeholders should recognise that an investment made in sustainability is a long-term strategy.
- To contribute equally to social, economic and environmental sustainability, stakeholders of culinary tourism should not look to derive benefits individually from a tourism business but instead focus on engagement with other stakeholders to drive Culinary Tourism forward and obtain collective benefits.

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Questions

Thank you

Dr Ajay Khatter

Ajay.khatter@angliss.edu.au