The relationship between Food and Tourism Local Perspectives

Katla Geopark

12 June 2013

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Food

Food is the most efficient weapon we have
 ...for making them stay longer – the tourists!













Everyone has to eat!

- Therefore food consumption is vital to tourism and can have significant economic effects in the supply chain.
- While food may not be the sole reason for people to travel, it works very well with other products such as cultural, heritage or active tourism
- Significant for rural areas that may otherwise be affected by economic restructuring

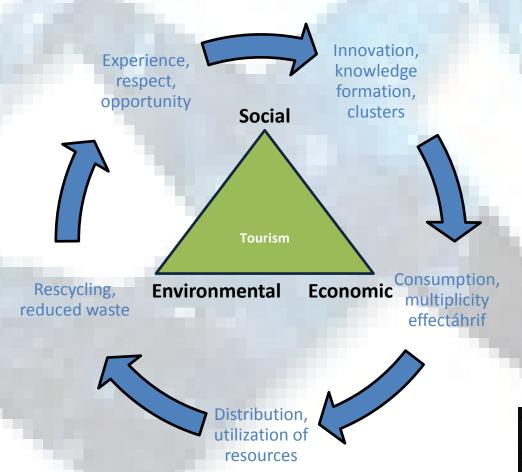


Katla Geopark local products



- The aim of Katla Geopark local product program is therefore to:
 - Enhance environmental, social and economical sustainablity within local tourism.

Food and tourism sustainable development

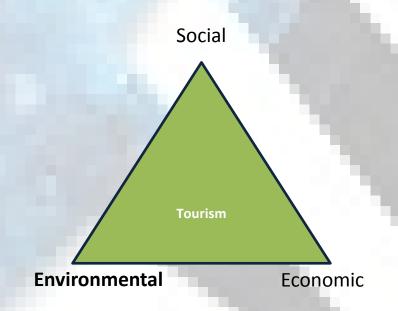




Environmental

- Logistics
- Reduced waste
- Less use of packages and single use containers
- Better utilization of local products

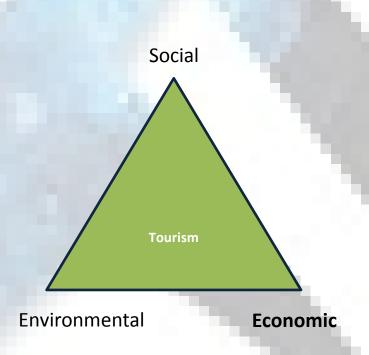




Economic

- Less economical leakage
- Value added production
- Local economy

Cost efficiency





Social

- Local knowledge
- Heritage
- More whole year jobs
- Education based on local strength
- Better health with healthy raw material





Market

 While every tourist that comes to the area must eat not everyone is a food tourist

The committed gastronomic tourist is a very small market segment





Wow experience





So?

- More tourists? the right tourists?
- The image of the area will be stronger making it more interesting for a destination
- Each area is special... Has different traditions and different presentation of their culture
- Food adds to the entertainment options



Gastronomy or local food



- Food tourism is a differentiated product if connected to local foods
- Food tourism is an attraction
- May help extend length of stay and increase visitor expenditure on local products



Katla Geopark products

- Using local food production or even using quality local food production is not in it self a basis for regional advantage
- In regional development terms the focus
 on locality rather than individual companies or
 product has meant renewed attention on the
 internal characteristics of the area



In a nutshell



- More direct relations with the consumer by using every opportunity as a point of sale..
- That could be farmers-markets, festivals and different types of events as well as by cooperative marketing and promotion
- To local advantages farmer sales to local restaurants, hotels and retailers
- Using cuisine, food and tourism for regional and economic development is not really about attracting more tourists ... it is all about attracting tourists that spend in such a way that the money circulates longer in the regional economy

Holistic approach

- It is impossible to copy other regions. One can almost be sure that it will not fit!
- Putting the focus on the regions own strengths and things things that make it unique
 - Changes of image take time! ... be patience
- You do not want tourists to travel through. You want them to:
- Stop, spend and stay longer

Regional development

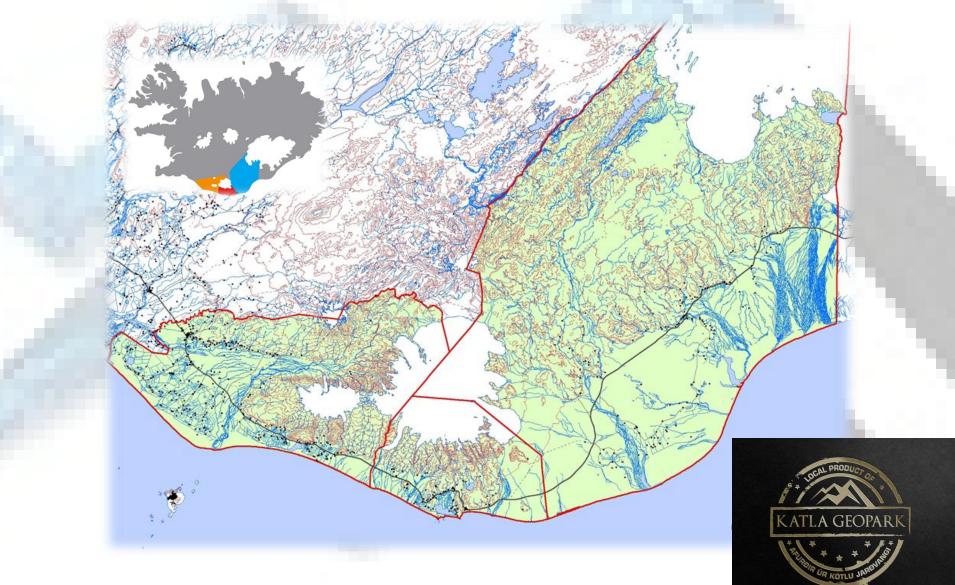


Tourism must be a means to an end, not an end in itself





Icelands first Geopark www.katlageopark.is



The start

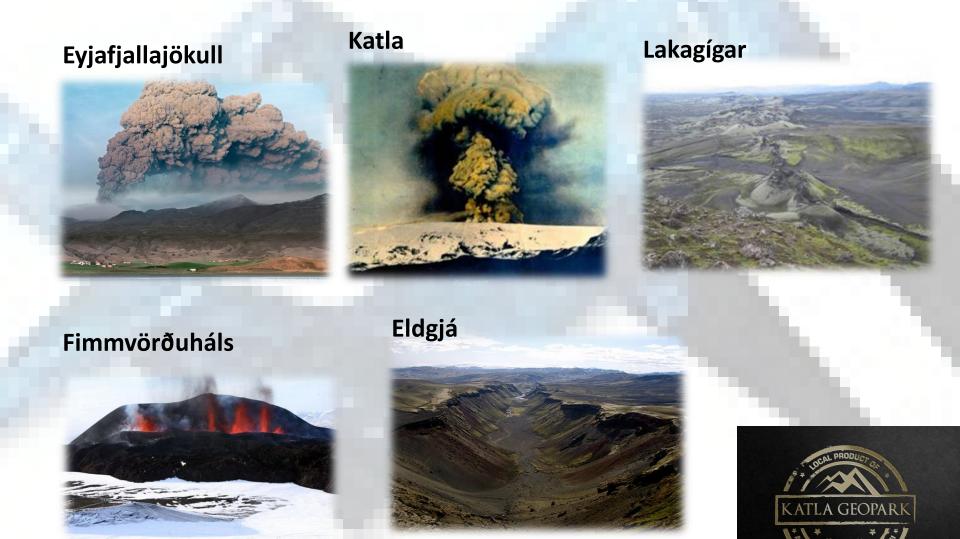


 2008-2009: A pilot project by the University Center of South Iceland (Háskólafélag Suðurlands), analysis of regional development and strengths and weaknesses of the area.

As a result, the idea of Geopark was first

mentioned.

The land of fire and ice



What is a Geopark?



 Geoparks combine conservation, sustainable development and community involvement.
 The geological heritage is important but educating people about the environment and promoting regional sustainable development is of paramount importance.





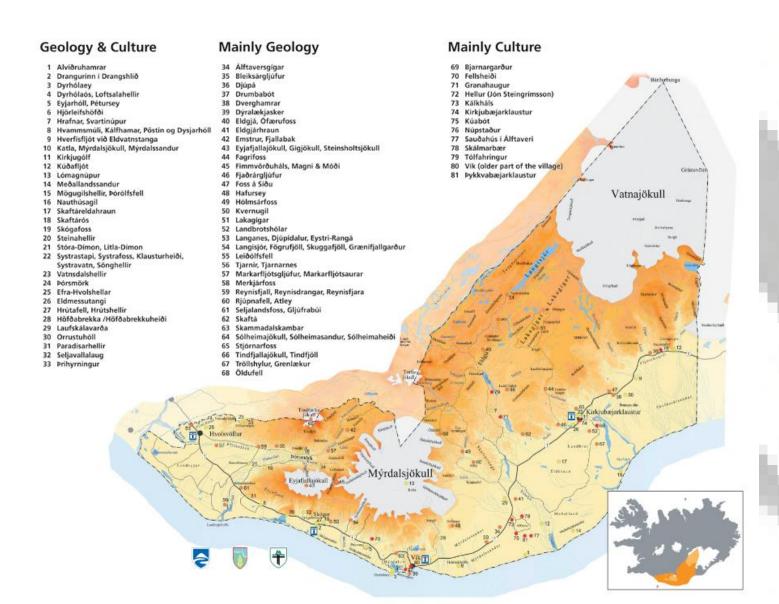


The aim of Katla Geopark



Longer tourism season Thematic and edutainment tourism All year employment opportunities Increased profitability of tourism More efficient infrastructure Better accessibility to interesting sites Sustainable economy Sustainable regional development

Geosites



Velkomin í Kötlu jarðvang



Welcome to Katla Geopark







Goology & Culture

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Vatrajškull







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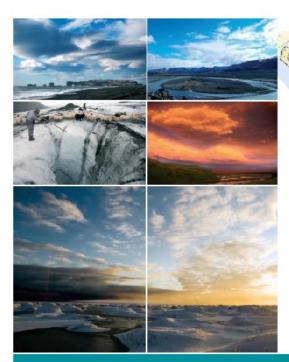
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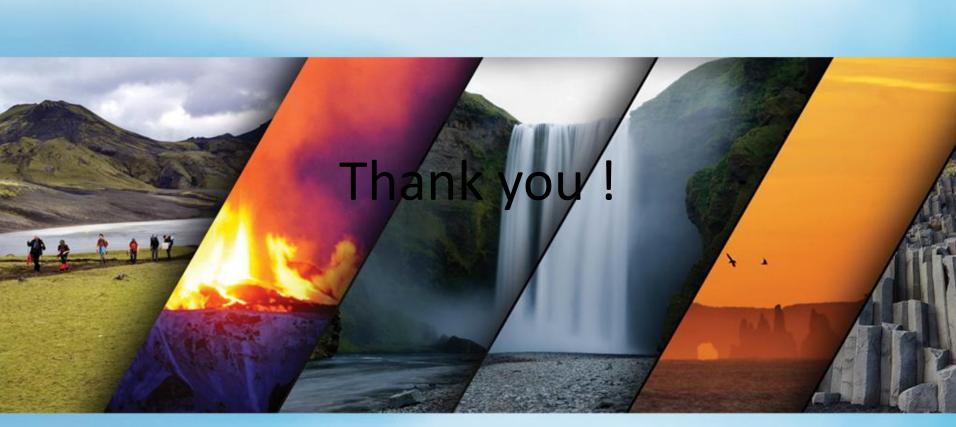












And always welcome to Katla Geopark!