

**Call for proposals 2015**

Supporting competitive and Sustainable Growth in the Tourism Sector

**THEME 2:** “DIVERSIFICATION OF SUPPLY AND TOURIST EU PRODUCTS. Promotion of transnational thematic tourism products”

**Sub-type:** Linked to the cultural heritage (food)/ Industrial Tourism.

**COS-TOUR 2015-3-04**

**COSME Work Programme 2015**

Consejería de Turismo y Comercio

JUNTA DE ANDALUCÍA

 **Mayo 2015**

**DESCRIPTION**

1. **DESTINATION OVERVIEW**

In recent years, culinary tourism has experienced a remarkable growth all over the world, becoming one of the tourism segments with more possibilities and dynamism within the market. This tendency is highlighted by the prominent gastronomic knowledge acquired on travels, a key factor to understand the culture, the way of life and the uniqueness of a territory/region.

New trends in tourism consumption, based on an empirical and participatory product demand, are satisfied by gastronomic tourism, since it becomes a unique experience where the person can taste, discover and learn the culinary and gastronomic richness of a region. This type of tourism allows the possibility of experiencing first hand production sites, such as mills, vineyards, wineries or cheese factories or the attendance to fairs, tastings and other events and festivals where it is possible for the tourist to have a direct access to the product and learn about its production process. These activities generate an interesting synergy with other tourism sectors, such as the industrial or cultural tourism, increasing even more the touristic potential of the destination.

Therefore, the gastronomic tourism is not only a touristic product with its own identity that challenges seasonality and diversifies the tourism offer, but it also becomes a main source of socio-economic and territorial development by generating new business opportunities and helping to restore old ways of trade.

The Government of Andalusia is strongly supporting the gastronomic Tourism. On one hand, our rich and varied gastronomy, which inherits the culture and flavours of the millenary civilizations hosted by our territory, provides an excellent framework to develop a unique cuisine. On the other hand, our expertise on tourism management, our leadership and consolidated brand image and the high quality of accommodation facilities, make it possible for Andalusia to successfully host this tourist demand.

The Regional Ministry of Tourism and Trade offers support to gastronomic-centred initiatives that innovate and develop high quality products and services.

Current Gastronomic routes supported by the regional ministry:

-Tuna route in the province of Cádiz (Municipalities of Conil, Barbate and Tarifa)

- Wine and bodegas route of the Serranía de Ronda.

- Wine route in the province of Sevilla.

-Jabugo route in the province of Huelva.

-Wine route in the county of Huelva.

-Rice route in the province of Sevilla.

1. **DEFINITION OF THE PROPOSAL**

This project aims at creating a European network of routes named “landscapes with flavour”. There, gastronomic specialities will establish as instruments to know the territory, to approach its landscapes and to learn how to interpret them.

These routes or itineraries intend to give the traveller the possibility to know the traditional cuisine of a territory and to be an active spectator of its traditions and customs. The final goal is to be able to take part in the development of the innovative elements that, concerning the gastronomy, the territory can provide.

These gastronomic routes can also include visits to oil-mills, warehouses, greenhouses, and workshops. Also, the routes will offer the possibility to witness the tuna fishing, to enjoy cooking courses and shows and to participate in tastings, fairs and festivals.

The project is addressed to actors with the following profile:

* **Participatory**: people who want to firsthand experience local gastronomy and to be part of its production process.
* **Restless:** people who are interested in combining gastronomic experiences with complementary offers such as culture, nature, shopping or wellness.
* **Curious**: professionals who wish to gain new knowledge to be gastronomically trained.
* **Demanding and qualified:** well informed travellers who follow given advices and recommendations and expect an excellent service.
* **Medium-high purchasing power.**
1. **OBJECTIVES AND EXPECTED RESULTS**

1. The development and strengthening of a sustainable transnational tourism product based on quality criteria and on the use of the gastronomic tourism as a catalyst in order to recover territories, to facilitate the reallocation of the economic activity (for instance, the recovery of depressed interior areas) and to fight rural depopulation.

2. The increase of SMEs opportunities in transnational cooperation and the development of the tourism product while generating interesting synergies (gastronomic, industrial, cultural tourism etc ...) between different stakeholders.

3. The generation of jobs and business opportunities that directly affects the economic and social development of the territories.

4. The encouragement of public-private partnerships and tourism-related businesses integration, by the exchange of stakeholders’ good practises and experiences.

5. The empowerment of food producers and the recovery of product-selection techniques and old crafts.

6. The promotion of sustainable tourism products respectful of cultural, natural and industrial inheritance and that help to attack the seasonal variability of the traditional tourist flows.

7. The consolidation of Europe´s image as a global tourist destination.

1. **RATIONALE OF THE PROPOSAL**

**Why “LANDSCAPES WITH FLAVOUR”?**

According to the Food Tourism Report 2014, which analyzes European trends of gastronomic tourism, more than a quarter of travellers (26%) choose to combine gastronomy and cultural routes, while 25% want to visit the destination and its surroundings and 17% prefer to combine dining experience and wellness.

Europe, like Andalusia, is a land of full contrasts, with a geographical and historical cultural diversity of its communities.

It is clearly a sustainable project that promotes local economic development, aimed at preserve and enhance the idiosyncrasy of the territories.

The project creates too an environment that favours the cooperation between SMES.

It is a proposal that stimulates a segment of the economy with a great added value, tries to solve the seasonal variation and also complements other forms of tourism.

The success and acceptance of the proposal "Landscapes with flavour" at destinations where they have already been launched, encourages us to think in a great success at European level.

**Why choosing Andalusia and the Regional Ministry of Tourism and Trade as Project leader?**

1.- Statistics shows the rise of gastronomic tourism in Spain in general, and Andalusia in particular. Last year, travellers interested in gastronomic tourism represented 2.3% of Andalusian tourism (over 600,000 visitors per year). Furthermore, a total of 7.4 million international tourists visited Spain in 2013 attracted by its cuisine. According to the report 'Food Tourism 2014', Spain leads the European ranking in cuisine as a "key factor" when choosing a destination.

2.- Our region has an infrastructure in transport and high quality accommodation able to provide the experiences related with this tourist product.

3.- Andalusia participated in destinations in gastronomy- related initiatives in Europe (Jerez, European City of Wine in 2014; presentation of the Route of Bluefin Tuna Almadraba in Conil de la Frontera in 2015).

In terms of internal functioning, the Regional Ministry of Tourism and Trade is supported by the Plan of Quality Tourism of Andalusia 2014-2020, an important instrument of tourism policies implementation and planning, which has included the initiative “Landscapes with flavour”. The reference plan is the Strategy Europe 2020.