



# Gastronomy and Creative Entrepreneurship in Rural Tourism



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## BACKGROUND

The international research project **GASTROCERT** includes researchers from the **Mediterranean University of Reggio Calabria (Italy)**, the **University of Girona (Spain)**, the **University of Highland and Islands (UK)**, the **University of Gothenburg (Sweden)** and **Mid-Sweden University (Sweden)**. During 2015-2018, **GASTROCERT** explored the **productive potentials of gastronomy tourism at regional scales**.

Through different case studies, this project has focused on understanding how local, small scale, agricultural entrepreneurs can support sustainable development of rural economies, culture and ecosystems. How can development of local gastronomy help protect rural heritage values? How can entrepreneurial culture enhance locally produced food as a value-added tourism experience? And, is there a relationship between gastronomy efforts, regional development and identities in rural areas?

Sustainable landscape management in rural areas requires the creation of possibilities to treat landscapes according to their historical, cultural and social contexts. Focusing on gastronomy offered a unique opportunity to explore the productive potentials and limitations of current gastronomy and tourism efforts in four regions in Europe. By emphasizing the important role food can have for development in rural areas around Europe, the project elevates the significance of local knowledge, skills and practices regarding heritage assets. It also explores how experiential journeys through cultural landscapes can support sustainable development in areas that are more rural in character. Our studies add to the understanding of how heritage, tourism and creative entrepreneurship interact to influence – in positive as well as negative terms – the way gastronomy efforts work in rural or peripheral regions.

Through a collaborative qualitative and quantitative research approach, the project has investigated:

- New opportunities for traditional food in Calabria, Italy
- Regional foodscape and gastronomy development in Jämtland, Sweden
- Food, culture and a sense of place on the on the West Coast of Scotland
- Challenges for public food market networks in Catalonia, Spain

The unique elements of the four case studies relate to the opportunities and limitations associated with gastronomy initiatives at regional levels, and, what is needed – from the entrepreneurial to the policy level – to encourage sustainable community and tourism development.

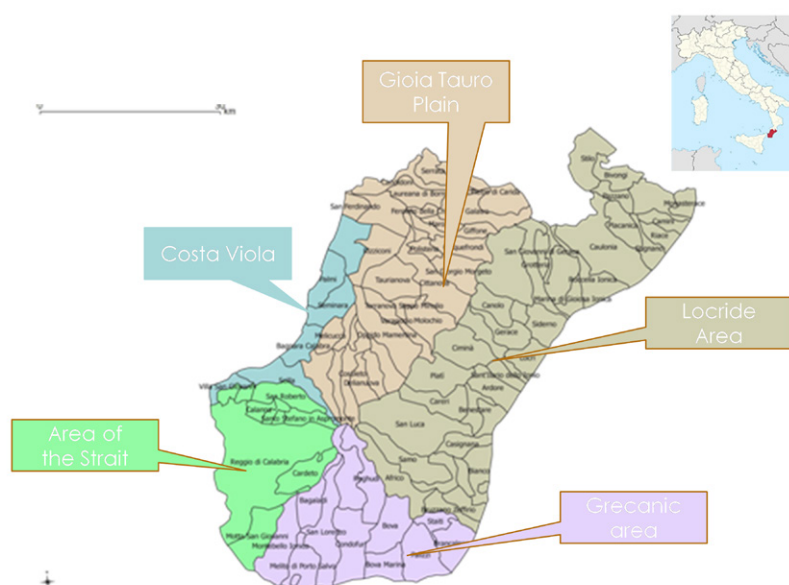
The project reports on how local markets can be used to preserve and sustain local producers, while maintaining local identity. This enhances understanding for conditions that may create and sustain localized, traditional food production and how such production can support the development of rural areas. The insights and knowledge generated from the project will have utility and value for entrepreneurial and community development, as well as regional policy development.

# REDISCOVER TRADITIONS TO CREATE NEW OPPORTUNITIES:

## TYPICAL FOOD PRODUCTS IN THE PROVINCE OF REGGIO CALABRIA, SOUTH ITALY

From the beautiful coastal environment of the Costa Viola, to the fertile Piana of Gioia Tauro, from the Stretto area to the millenary traditions of the Grecanica and the savage interior of the Locride, we embarked in a metaphorical journey through the diverse territory of the province of Reggio Calabria to catalogue its offer of typical food products.

Mining the web and the specialized literature on typical, quality foods, we listed hundreds of Calabrian typical food products. Among them, we identified 66 that have a relatively narrow production area, limited to one or few municipalities. Very specific food products: whose strange names ('*Ndura*, '*Musulupu*', '*Nzimbato*') may be known to few but among which a treasure can be found.



Traditions and ways of life revolve around food and food product preparation. Reggio Calabria cuisine, influenced by the Neapolitan and Sicilian culinary traditions, maintains its strong characterization, associated with marine and terrestrial products. While swordfish dominates in every menu of Costa Viola, the real monarchs of the interior and of the Ionian side are animal products such as cheeses and meats.

Rearing hogs, slaughtering them, preparing hundreds of different things from virtually every part of carcass is a culinary and social tradition rooted in a medieval livelihoods strategy where the animal was the “bank” in which savings were invested, whose yield was to be harvested when slaughtering the the typical Calabrian pig. And nothing would go to waste. Every member of the extended family participates in a real collective event, where not only the meat, but also the skin, intestines, ears, feet, tail and tongue would boil for 12-14 hours in salty water.

The celebration culminates when once the cooking is complete, the so-called *frittole* are eaten by all – family, friends and the occasional guests (at times, it may be researchers from northern Europe, passing-by on a study tour). Even what’s left on the bottom of the big pot has a name: the *curcuci* or *ciccioli* which are packed and saved, to be prepared with eggs during future occasions throughout the year.



Photos by Monica Palladino

Another quite successful tradition that has evolved into a key element for the development of a small area in the interior of the Locride, is the *Caciocavallo of Ciminà*, a De.Co.<sup>1</sup> This is a product that has been recognized as a *SlowFood 'presidio'*. It is produced in a very small area of the southern Ionian side of the Reggio Calabria province, encompassing the municipalities of Ciminà, Antonimina and a portion of the territory in the municipalities of Platì, Ardore and Sant' Ilario dello Ionio. Passed-on through generations, the production of the caciocavallo started almost by accident. At Ciminà, traditionally every family owns one or two cows, usually the product of mixing breeds such as the Podolica, the Bruna Alpina or the Fleckvieh. As the lack of cool storage facilities to store milk would determine the beginning of an acidification process, the only possible processing was the kneading of the curd to produce the *pasta filata*, a typical tradition throughout southern Italy. What makes the Caciocavallo of Ciminà a distinct, unique product is the fact that the cows would eat by grazing in a pasture whose aromas would give the final product a special taste.

The boundaries of the production areas of what qualifies as Caciocavallo di Ciminà have been delineated as the outcome of specific research that has analyzed the aromatic profiles of cheeses produced in different places, identifying the peculiar aroma of the product, different from that of similar products produced in other neighboring municipalities. This is partly due to the particular exposure to the sun in the pastures in the area, but also the cumulated wisdom of the people who have been producing it for decades, if not centuries. The aromatic peculiarity of the Caciocavallo di Ciminà has won its certification of origin as De.Co. and then the branding as a Slow Food presidio for the larger, oval-shaped version.



Photo: <http://www.visitslowlife.it/>



Photo: Monica Palladino

Caciocavallo is best consumed relatively young, or aged for at most one month. Supply is limited and demand usually exceeds the available offer, particularly in years when hot summers shorten the season when fresh pasture is available.

The 12-15 small producers have joined the Caciocavallo di Ciminà Producers' Organization (PO). To be part of the PO, they must own at least 7 cattle heads, to reach an economic dimension that justifies the costs associated with membership and maintaining the presidio. Nevertheless, smaller producers still keep an 'informal' local market,

<sup>1</sup> <http://italiantraditionalfood.it/featured/list-typical-italian-products/>

serving their faithful customers, mostly producing the smaller, fresher De.Co version which is less apt to be shipped away. The hope is that the presidio may help to switch production towards the larger oval version, and help them reach new markets.

### *Themes and lessons learned*

Attaching the quality attribute of “typicity”, both formally, through PDO, IGT, TSG certifications, or informally, by “word of mouth”, is a way to add value to products if the certification is recognized and the product reaches the consumer.

In the case of pig rearing, the tradition has generated a number of products: *pancetta*, *capocollo*, *salsiccia*, *soppressata* that have already obtained the PDO certification. Maybe more can be found? Are there other “hidden treasures” among the many delicacies obtained from this traditional form of food production?

Potential destination markets are there, both nationally and internationally, but the tension is how to expand the production without losing the fundamental “local” and “traditional” attributes. The *Caciocavallo di Ciminà* in this sense, is a typical example: it must be produced with the milk obtained from cows that graze on local pasture for as long as they can, and when they cannot, should be fed with hay or other natural, locally produced feed. Industrially produced feed should never be used, and the size of the herd should never exceed a density that ensures the proper welfare for the animals, as determined by established traditions. Although economies of scale might be found in the processing activity, such as by creating a communal dairy processing plant, it is difficult to imagine a dramatic increase in the quantity produced. Paradoxically, in this case, the main limitation to further developments is not an inadequate promotion or communication, but the limited supply, which does not reach the critical mass needed to effectively serve other national and international markets.

Therefore, there must be other ways to “exploit” the opportunity for development associated with typical food products.

Perhaps one possible solution is to increase the size of ancillary activities. One such activity is tourism. Typical products are part and parcel of the local culture, and therefore could and should be used to promote the economic development of the communities where they are produced. Local production, both in the food and craft sector, embed the historical and cultural heritage of the local people via the traditional ways in which they are obtained. Their presence adds value both directly and indirectly to the local economy. Tourists often are curious about traditional production methods used for the gastronomic product they eat when visiting places. Also, tourists can be attracted by the presence of nature trails for trekking, which might be easily created in the areas of the interior of the Reggio Calabria province where so many typical products are located. Looking at the territory it is easy to imagine such activities; but why they have not blossomed yet? Why we do not easily find bed-and-breakfasts, hostels, or other forms of agritourism? Is the right entrepreneurial culture missing? These are questions that deserve further investigation.



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The Italian team of Gastrocert is composed by the Agraria Department of the Mediterrana University of Reggio Calabria and, as associated partners: Lag Batir, Lag Terre Locridee, Lag Area Grecanica, Flag Area Tirreno 2, Flag Area Jonio 2, Agrofood District of Plain of Gioia Tauro and Strait Area.

**Websites:**

- <http://www.agraria.unirc.it/>
- <https://www.galbatir.it/>
- <http://www.galareagrecanica.it/>
- <http://www.galterrelocridee.net/>
- <https://www.flagdellostretto.it/>
- <http://www.flagjonio2.it/>
- <https://www.fondazione Slow Food.com/en/slow-food-presidia/cimina-caciocavallo/>

# WAYS FORWARD FOR GASTRONOMY AND TOURISM IN JÄMTLAND

## *CARING FOR COMMUNITY THROUGH SMALL-SCALE FOOD PRODUCTION*

**What is needed to support the development of gastronomy and tourism in peripheral areas? Which opportunities and barriers exist? What motivates artisanal food and drink producers?**

Through observations and a total of 25 interviews with regional hand craft food producers (craft beer and dairy), food tour operators, and policy makers, we have explored the way forward for gastronomy and tourism in Jämtland.

Jämtland is a geographically large, yet peripheral northern Swedish region that is sparsely populated (127 000). Jämtland has a strong tourism sector and a small scale food production sector that is currently increasing, making it an interesting research context. Located in a mountainous area, the opportunities for alpine skiing, cross-country skiing, ice-sports and other winter activities are very good and attractive to tourists. Its accessible wilderness also provides a popular setting for hiking, fishing, horse-riding, biking and wildlife exploring in the summertime.



Beer barrel by the highway – entry to craft beer producer. Photo: Wilhelm Skoglund

Food and gastronomy in Sweden has changed dramatically since the 1950. Old traditions have been replaced by new “solutions”, which has often closely followed the evolution of food production in the United States. This has meant a rapid modernization of the entire spectra from agricultural customs and food production all the way to the dinner table (Beckeman, 2004). Such industrialization of food and gastronomy has led some scholars to claim that Swedish culinary traditions were



lost and that the country has become a food desert (Bonow & Rytönen, 2012). The modernization of food reached Jämtland as well, but here, the thriving small-scale food production sector has been a leader in Swedish attempts to retrieve its culinary heritage (von Friedrichs & Skoglund, 2011).

Jämtland is historically a region characterized by forestry, a sector not as dominant nowadays. Instead, the regional labor market relies upon public administration and governmental employment, at the same time as the business landscape is increasingly oriented towards tourism and tourism-related activities. As gastronomy is becoming more relevant for tourism, the findings from Jämtland are an important input into the regional development agenda associated with small-scale food production and gastronomy.

### *Themes and lessons learned*

The studies in Jämtland offers lessons and insight into key developmental themes for the gastronomy sector in rural, peripheral regions. Even though it has proven possible to “overcome” many of the challenges for sustainable development of local resources, the low population and the peripheral location are in many ways problematic, since distribution and logistics become more expensive and tourists have to travel significant distances in order to experience the wide range of opportunities that the region offers (e.g., nature, wildlife and the cultural heritage).

Producers overcome these challenges primarily through extensive networking within their specific sectors (beer, dairy products). They also cooperate at the community level by organizing themselves into fluid networks of small-scale producers through which they collaborate to facilitate the transportation of goods, and share ingredients as well as even sharing recipes. These networks are in many ways “co-opetive”, since the producers aim for the same customers at the same time as they see the benefits of working together from care or concern of the local context and community.

The cooperative and networking spirit highlights another characteristic of the sector, namely the entrepreneurial core, which is driven by passion. The implications of this passion driven entrepreneurship is a wish to stay flexible and small in order to stay in touch with all aspects of the businesses operations. The underlying energizer for this is a wish to produce better products, contribute to positive local community development, as well being sustainable. This is in many ways a paradox to the governmental business support systems, which are general by character, designed for an economic growth discourse within larger companies, not including community supporting aspects as part of business operations, which means they often mismatch the needs of small-scale producers.

In order to stay on top, keep up the enthusiasm, and maintain consumer interest, continuous educational efforts are needed. In Jämtland, producer learning has been enhanced by the establishment of Eldrimner, which is the national resource center for small-scale food production. Eldrimner is considered by many producers as a key to success and a way to stay tuned to international customs and trends when it comes to taste. On the other side, many of the producers lack traditional business training and knowledge, which is also a necessity in order to manage a successful business and have adequate marketing tools to continue attracting customers.



Locally produced varieties of traditional cheese. Photo: Wilhelm Skoglund

The communication on the conditions of small-scale entrepreneurialism in peripheral areas and the entrepreneurs' motivation for engaging in business, and how policy frameworks can support gastronomy and tourism must also increase.

In summary, in order for gastronomy to continue adding to the tourism profile of a place such as Jämtland, the support systems for small-scale, artisanal food production need to acknowledge the fragile characteristics of the sector, which can be helped by on-going continued educational opportunities, the offering of flexible support beyond the “one-size-fits-all” paradigm, and the endorsement of “more and better” rather than bigger.

# GASTRONOMY AND TOURISM ON SCOTLAND'S WEST COAST

## SUPPORTING COMMUNITY THROUGH FOOD FESTIVALS

### *How can gastronomy tourism support transitions away from traditional industries?*

Mallaig is a small coastal village of around 800 individuals on Scotland's west coast. The environment is mountainous, harsh, seasonally unpredictable, isolated and relatively inaccessible. The landscape is known for its limited carrying capacity for grazing and agriculture. As a result, wild venison and seafood are prevalent, while locally grown fruits, vegetables and dairy are difficult to access. Like many UK rural villages, Mallaig is a place in transition. Increasing globalisation and neoliberal policy has altered the village in a number of crucial ways – affecting the everyday practices and identity of those associated with this place. In the early 1900s increasing success of Mallaig's fishing industry led to investment in the rail network, enabling faster connections of trade to larger markets. By the 1960s Mallaig had become the busiest herring port in Europe. Success, however, was short. By the 1970s, fish stocks were in decline, while at the same time more direct routes to market were introduced in other locations across the UK. More recent tightening fishing quotas and the introduction of a number of marine protected areas located just off the Mallaig coast, are claimed to have led to further declines (Scottish Fishermen's Federation, 2016).

Touristic opportunities, particularly marine, adventure and food tourism are recognised as important areas of development - yet, the economic potential of tourism is considered small when compared to the possibilities emergent through distribution and storage. Nevertheless, the Lochaber District Partnership, which brings together key members of council to consider issues relating to local community identified strengthening 'the image of Lochaber [the government area within which Mallaig is located] as a tourist destination of choice, and improve the quality of the tourism offering locally' as the major economic priority of the region (Lochaber Partnership, 7, 2016). For example, the main destination marketing organisation in the area, Road to the Isles, have a remit to develop the area between Fort William and Mallaig as a food tourism destination (The Oban Times, 2016).

### *Themes and lessons learned – Redefining 'local'*

There is a small, geographically dispersed population, with a relatively low average economic income compared to the rest of the UK (The Guardian, 2011); resulting in a small affluent market that have the means to purchase locally produced food. The economic response to this is that most of the food produced within the region is exported to markets across Europe and Asia (The Scottish Government, 2016). It is thus difficult to source local food in this region. For this reason, in promoting gastronomy, a broad understanding of 'local' is undertaken by those in food promotion, that is dependent on perceived 'quality' products from across Scotland. Such characterisations of quality raise interesting questions around what is meant by, and who gets to determine, meanings of 'local food'. Contemporary rural development discourses favouring notions of localism and food tourism as forms of sustainability has granted the tourism industry, in this context, with the power to determine such divisions through tourism promotion. At the local scale, power is further leveraged by tourism businesses because it is this group who have time, impetus and a particular skill set to determine the requirements of belonging and publicly present particular framings of local food. The intersection of all these elements work to break down distinctions between local and global food systems and trouble simplistic assumptions relating to what belongs within a regional food identity. At the same time, however, this small example brings into question what it even means to eat locally and promote local food in a harsh, remote and 'unproductive' mountainous environment, increasingly influenced by globalized, contemporary trends positioning foods and food regions in very specific ways.



Mallaig Harbour. Photo: Anna de Jong, 2016

### *Negotiating identity & belonging*

Whilst in decline, the fishing industry remains of high cultural significance on Scotland's west coast. For this reason, tourism actors value the symbols, performances and discourses of the fishing industry in the development of Mallaig as a tourist destination. In organising a local food festival *Taste the Wild*, for example, festival organisers focused on reinterpreting the spaces and symbols of the fishing industry, positioning stallholders in the prawn and fish markets and around the harbour - while utilitarian fishing materials (such as creels and nets) were reimagined as decorative devices. Narratives drawn on in the promotion of the event focused on Mallaig's historic positioning as Britain's busiest herring port, and its contemporary identity as a 'working port', in attempts to add authenticity to the food tourism experience. Images of 'fresh', 'wild' langoustines, scallops, crab and herring, and the hardworking, working class, masculine fisherman were central framings through which marketing promotion unfolded (cf. Devine, 2016; Patrick, 2016).

Careful consideration of Mallaig's fishing community did not only stem from within the festival organising committee. In seeking stallholders for the event, a newly established seafood delivery service from the Inverness region (100 miles north) chose not to take part, following much deliberation. Their reasoning was complex, yet largely stemmed from a hesitation in being perceived by Mallaig's fishing community to be encroaching on the region. Such hesitations illustrate the continued power of the fishing industry in territorialising place and determining bounded place based identities on Scotland's west coast. Despite declines in fishing, and increases in hospitality and tourism, the fisheries continue to anchor performances, discourses and materialities through which Scotland's



Taste the Wild Food Festival. Photo: Anna de Jong.

west coast is constructed. This example points to the complex ways through which social cohesion is formed and negotiated between the fishing and tourism industries within Mallaig. It is crucial that tourism actors remain aware of such complex social dynamics, so as not to generate distinctions between industry groups.

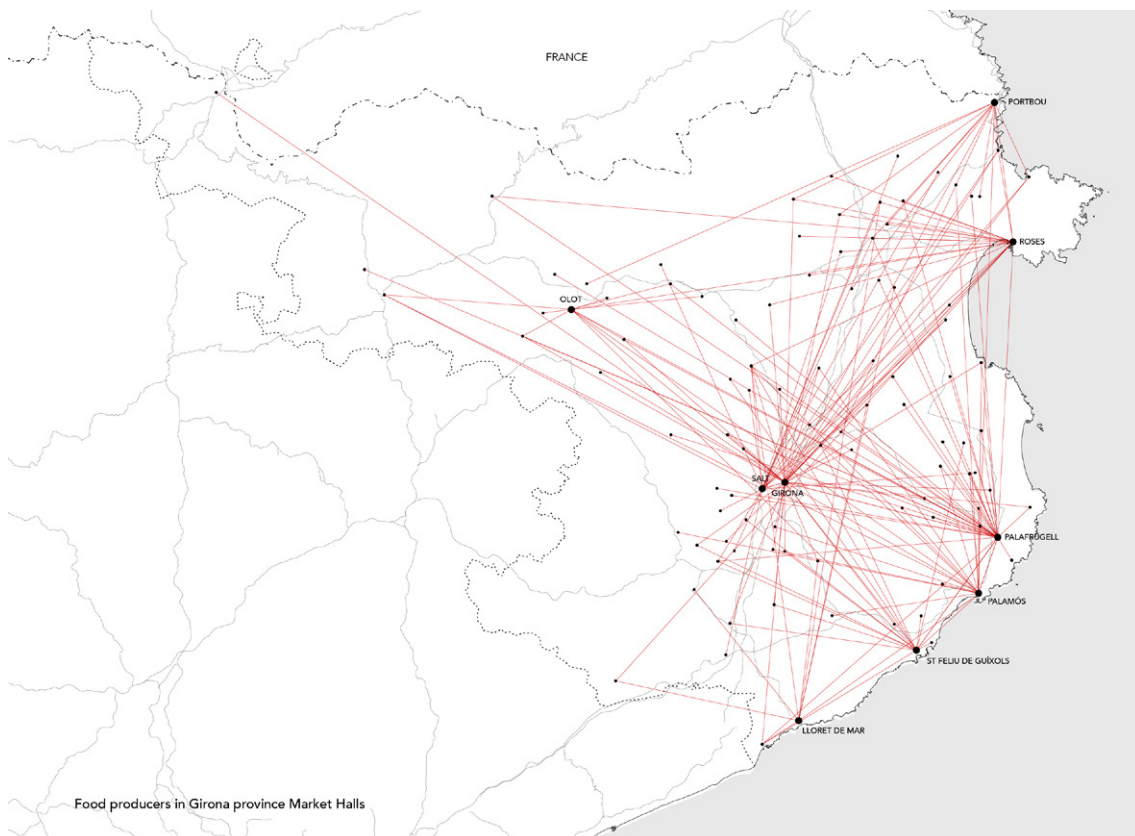
The unique positioning of the tourist industry, as place branders – possessing time, economic support and a particular skill set – enabled tourism voices to narrate place in very particular ways. Yet, while the tourism industry is increasingly influential, it is highly reliant upon, and thus considerate of the fishing industry in the development of Mallaig as a tourist destination. This is because within Mallaig marine industries continue to dominate notions of belonging and cohesion. For this reason, food tourism holds potential to enhance social cohesion and place identity, only so long as the cultural symbols, narratives and materialities of the fishing industry remain perceived as an essential aspect of Mallaig's branding and meaning.

# PUBLIC FOOD MARKET NETWORKS IN CATALONIA

## SUPPORTING SUSTAINABLE RURAL AND URBAN GROWTH

Increasing concern about how and where food is produced is broadly shared by researchers, citizens, policymakers and entrepreneurs as holistic dimension which could be interlinked to societal worries about climate change, rural urban integration and cohesion, rural decreasing population and agro-activities, identities and cultural capital preservations as well globalization and food insecurity. In a globalised food system, increased distances between production and consumption areas often go hand-in-hand with social disconnection and loss of identity owing to a hegemonic agro-industrial model that fails to respect the specific nature and value of local landscapes, agricultural practices and the associated culture. Monoculture agriculture that is technologically and chemically dependent has a huge impact on the environment, whereas the management of sustainable territory development involves economic, social and environmental dimensions that rely on the short food supply chain as a tool for improving the economic and social resilience of the territory. The food market have been historically the rural-urban connection, which have not only supplied the city by food, but also transmitted and shared the rural culture heritage and the nature based Knowledge.

Nine public food market halls and 50 weekly markets have been examined by analysing the type and source of foods, consumer demand for foods, municipal and provincial policies on food markets, and the role of food markets on an urban and regional level as an urban-rural link.





Girona province (740,000 inhabitants), on the border with France, stands out due to being a Mediterranean area with a vast range of differing landscapes, cultures and cuisine. The Pyrenees mountain range, wooded hills, the coastline and the fertile Empordà valley are just some of the diverse landscapes and rural cultures rooted in this region.

Historically, this territory has been characterised by a major network of food markets, examples of which date from the Middle Ages. Indeed, even today they are still places that embody socialisation, equity, cultural coexistence and integration and they are symbol of identity and tradition. Since the late 1950s, national and international tourism has taken on an ever-increasing presence in the region resulting in a major impact – not only in social terms but also on the culture and landscape. Agricultural areas and their inhabitants have been adversely affected. More over the landscape diversity and rural urban connection and its socialities of these areas have made way for the introduction of mechanised agriculture. Following the appearance of the one-stop shop in the 1980s, markets lost their primary function as a public service: controlling quality of food and pricing. Today, the role of the public food market accounts for only a small fraction of the entire food supply chain. Over the past few decades, a new trend has emerged. Post-productive rural areas are increasingly seen as places for entertainment while farming has continued to shrink (Bessièrè, 1998). Since the 1980s, rural tourism and agro-tourism have been encouraged in areas unaffected by mass tourism and by companies seeking innovation in the tourist market. Food markets – some of them in decadence while others are expanding – play a meaningful role in the rural-urban interplay and also in attract-

ing tourists in search of experiences and “local” produce to reconnect and bring them closer to the local region and day-to-day social practices (De Certaeu, 1998).

#### *Topics addressed and lessons learnt*

City policies can create the food policy needed to encourage local markets and gastro tourism collaboration and learning.

The aforesaid study provides us with a number of lessons and conclusions to be made about the potential and threats of the food market for rural development. The Markets management can play a key public part in sustaining rural development promoting market as touristic attraction as well encouraging an alternative economy and culture. How – and indeed to what extent – public policies on food markets are related to cultural and political projects is a main question. Such policies tend to be a reaction to contemporary shifts in consumer food patterns between bulk food consumption and a preference for place-based agri-food, as well as providing an indication of how farmers’ markets could operate as a driving force for business (Hinrichs, Gillespie, & Feenstra, 2004).

The urban impact in terms of quality of space and the regional impact in terms of rural networks of food markets both give an indication of the relationship between the physical dimension and the social, economic and cultural practice and dimension (Parham, 2015). Specific food policies could serve as a tool for promoting the marketing of local produce, supporting local agriculture and social integration and educational projects. The framework of urban strategies and policies could strive for shorter distances and smoother flows, for a mixed use of the market as well encouraging cultural heritage preservation. The ties between the rural and urban settings in this context involve: flows of agricultural produce and other commodities from rural producers to urban markets; flows of people moving between rural and urban settlements (Tacoli, 2003); flows of trust during face-to-face interaction; and, flows of knowledge between rural and urban areas embracing information on market mechanisms, merchandising techniques and agricultural labours and innovations as well gastronomy culture and tradition.

Cooperation and co-learning between agricultural producers and urban enterprises, coupled with demand for sustainability – i.e. fresh local produce and healthy food – could prove noteworthy for rural and urban more resilient development.

The experiences seems to advise that local administration had try to balance between to strengthen the economic and social role of the public market and the probable following phenomenon of gentrification or gastro-tourist touristification. The Olot public market, located in an internal rural area, suffered increasing deterioration during the 1990s as a result of a lack of private investment, poor public promotion and a fall in consumption among the local population. This trend was reversed when producers who sold their produce to the market took over. With local economic and institutional support, as entrepreneurs they gave the market an overhaul and transformed it into a benchmark for local food in Girona province. The opposite is true for the food markets in coastal locations which follow the seasonal-based tourism trend. For these markets, mass tourism is an important resource that promotes the value of the produce itself. The apparent paradox lies in the fact that, in spite of the inaction shown by traders – who show no need to change the way they operate – tourism is enough to keep sales going throughout the year.

Supported by awareness among society and tourism, producers and the city council were able to identify the key components in the survival, support and innovation of food markets. In addition, the renewed popularity of these markets from the late 21st century, “zero kilometre” produce and the





food movement all offered an answer to a social demand to return to the immaterial and material culture of the “territory” and to the pleasure of eating.

Less than ten years ago, Carolyn Steel (2008) offered an additional perspective on the conceptual relationship between food market and the city. She stated: “wherever food markets survive, they bring a quality to urban life” which manifests itself as a sense of “belonging, engagement” and cohesion.

## TIME TO SUMMARIZE

Gastronomy and tourism development are truly subjects that require appreciation of history, art, landscapes, environmental conservation and social structures. Through our different case studies, we have aimed at integrating different understandings regarding the possibilities and limitations associated with sustainable community and tourism development.

***Hence, what have we learnt, and how can the insights drawn and the knowledge created be utilized?***

### *Insight 1. Globalization and destination development*

The world will look different in the future. Isolated and relatively inaccessible destinations are affected **by globalization** and the associated trends of digitization, increased urbanization and individualization. These trends will continue to affect resource allocation and the political landscape.

**Food and gastronomy-related activities add vitality to rural communities**, connected via marketplaces, festivals, stories, recipes and memories. They are however no less vulnerable to the rationalizing forces of global capitalism. Distinctive food practices, ingredients and styles also attract one of the world's fastest growing industries, tourism, with significant global economic, social and environmental impact.

The image of a traditional Scottish fishing village and its proud heritage can seem misplaced if the fruits of that industry are not on view in local markets and restaurants. In the case of classic, infamous or celebrated dishes of the region, **tourists will hope to be able to experience them, taste a little of the cultural history of the place and take away stories of their engagement with them.**

### *Insight 2. Bringing city rural together- the main challenge for future small scale agriculture?*

From our studies of the public food markets in the Spanish province of Girona, we have learned that food markets play a **vital role in the rural-urban interplay**, which in turn is **essential for maintaining small scale agricultural production**. Food markets **attract tourists** who reconnect with place and region through the consumption of local produce. It is therefore **important to provide opportunities for the tasting and buying of products** that come from the region.

Food markets **shorten the food supply chain**. By decreasing the distance between production and consumption areas, the specific nature and value of local areas, agricultural and entrepreneurial practices, and associated cultural heritage are respected. By **improving low-cost and environmentally friendly opportunities for distribution and logistics of goods**, alternative economies and creative livelihood solutions can prosper. Such development support and sustain rural development. By increasing the interest and opportunities for cooperation between agricultural producers and urban enterprises, both **economic and social resilience of the territory is supported.**



Goats from Skärvången, Sweden. Photo: Stephane Lombard, Eldrimner.

### *Insight 3. The rediscovery and development of tradition and skill creates new opportunities and tensions*

Our case studies demonstrate how traditions and way of life revolve around food and food preparation. Potential destination markets are there, both nationally and internationally, but the tension is **how to expand the production without losing the fundamental “local” and “traditional” attributes**. Because of limited supply, destinations should discover other ways to exploit local produce. Scaling up is not necessarily better. Increased production levels might instead ‘de-value’ the local produce.

### *Insight 4. Learning for sustainability and sales*

**Places for local food production** are areas with high historical, cultural and environmental value, and with **potential for economic benefit, sustainable resource management** and employment via the celebration of traditional practices and food. The availability of locally produced food and drinks at tourist destinations can **help consumers co-creating their experiences** at a destination and raise awareness of ecological, social, economic and cultural aspects.

Local/regional **food events** (fairs, markets, festivals, tours, etc) can **boost sale** but also residents’ and visitors’ **learning** regarding the source of food and the role of small-scale entrepreneurship for the protection of local resources. To increase learning it is important to meet the producers.



Simple coffeshop at Skärvången, Sweden. Photo: Stephane Lombard, Eldrimner.

*Insight 5. Small-scale entrepreneurship is part of the local context*

**Local initiatives in the food sector supports rural survival.** Local entrepreneurs see the potentials of the different ‘capitals’ of places and landscapes, and have a wish to further strengthen local community spirits and livelihoods.

Food tourism holds **potential to enhance community pride and place identity**, as long as the events branding and meaning are in line with local ideals and image.

*Insight 6. Policy vs producers – a conflict of interest to be resolved?*

Policy is often built upon traditional industrial paradigms, with growth and profit as key components. Small scale food producers are often driven by passion, lifestyle choice, care of the local context and community, as well as they strive to maintain flexible, small and sustainable.

Developing sustainable and trustworthy destination development discourse should include the **building of stronger linkages between producers, service providers and policy makers.**

It is important to question if local food promotion is effective in destinations with low average economic income, limited carrying capacity and long distribution routes. If policy makers and entrepreneurs find it viable to promote gastronomy and tourism efforts, these limitations must be discussed. Networking can overcome the barriers and obstacles of being small and peripheral and how disadvantages in terms of location can be turned into something with positive value.



Photo: Stephane Lombard, Eldrimner.

**Tourism is changing roles and responsibilities** within rural communities where those from the tourism industry and the policy sector hold greater potential to determine place development. During these processes, it is important for the policy makers to remain aware of the need to inspire collective responsibility.

Celebrating natural and cultural diversity requires collaboration and a **deepened sense of cohesion across levels to protect and develop places** where natural, cultural and historic resources combine to form cohesive and nationally and internationally important landscapes.

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