

Lessons Learned

HOW TO DEVELOP A SUSTAINABLE FOOD DESTINATION

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In partnership with





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1

INTRODUCTION & CASE STUDIES

A Sustainable Food Destination should connect sustainable food production with sustainable tourism services and local culture. This approach was applied to two European tourism regions based on the following beliefs, that tourism and agriculture can...

- Be multipliers for changing people behaviour
- Provide opportunities for economic growth
- Inspire visitors to adopt a more sustainable lifestyle
- Minimise negative impacts to natural & cultural resources

The two projects were designed to reduce the environmental impacts of farming, enhance food quality and quantity, connect sustainable agriculture and tourism as pillars for a sustainable regional development, strengthen the local economy and provide more decent living conditions in rural areas to minimise rural migration of young people.

Both projects were at the base of the development of the TUI Field to Fork Programme, which is enabling sustainable food production by establishing links with the tourism sector to create better income opportunities in rural communities.



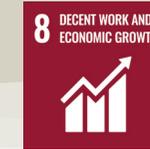
**TUI FIELD TO FORK
PROGRAMME**



**THE CONCEPT
CONNECTING SUSTAINABLE
FOOD PRODUCTION**

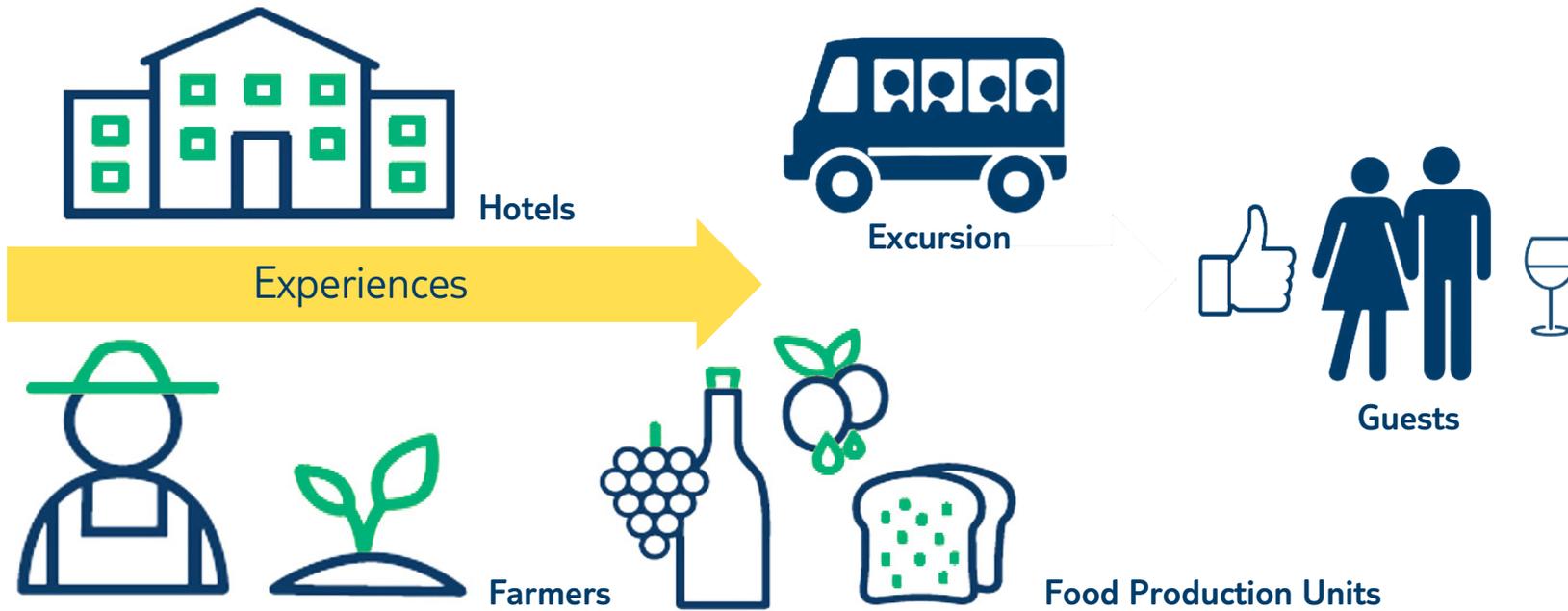
**SUSTAINABLE
TOURISM
SERVICES**





Promotion

Tourism Sector



Sustainable practices

Food Sector



This report sums up the lessons learned out of these two projects described below with some basic facts. The Crete project had a much broader scope and scale, while the project on Lanzarote was focussing on the protection and promotion of a very unique technique to grow grapes on a volcanic island with respect to the local environment and the traditional culture.

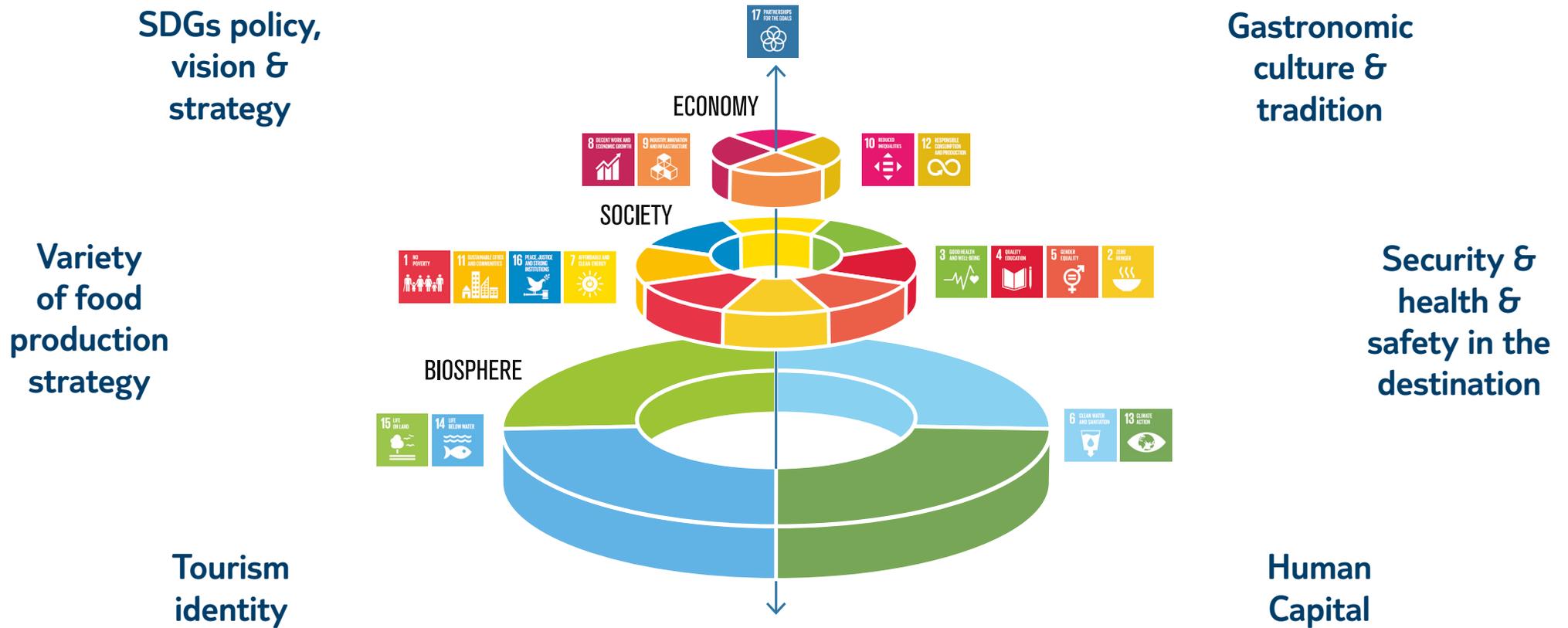
Facts	"First steps to create a sustainable food destination Crete" (2017-2019)	"A sustainable future for La Geria Lanzarote" (2018-2022)
Size of the island	8450 km ²	846 km ²
Involved farmers	200	18
Involved land (hectare)	305,5	68
Involved local producers	5	3
Type of producers	2 wineries, 2 olive oil mills, 1 monastery	3 wineries
Involved hotels	9	3
Involved local tourism agency	1	1
Excursions created to visit local farmers and producers	2	1

Not every destination is suitable for this road, especially today with the new challenges and changes globally. That is why six prerequisites are added to create a sustainable food destination in the first part. The report closes with the most important five advantages of creating a sustainable food destination. May it inspire you as a reader to learn from these experiences and create your own case in the best possible way.



2

TOP 6 PREREQUISITES FOR SUSTAINABLE FOOD DESTINATION DEVELOPMENT



In any destination local resources have two fundamental factors: the place and the people. The territory's natural and cultural resources are significant for approaching sustainable development, but it can be enacted only with the engagement and active participation of the people of each involved sector in the Sustainable Food Destination. The following six prerequisites should be taken into consideration prior to any decision making:

1 SDGs (UN sustainable development goals) policy, vision & strategy

All involved sectors of the destination's value chain (food, tourism, respective public services and authorities) should work in the same direction, towards a consensus-based vision and by following a clear strategy and a roadmap. The strategy and the respective actions should be designed to keep the balance between preserving the natural and cultural values of the destination parallel to developing activities with economic benefit for the region and the people. In order to achieve this goal, the guidelines of the strategy and the design of the roadmap actions should be based on international declarations and conventions on sustainable development such as the SDGs, the UNWTO Global Code of Ethics for Tourism as well as regenerative agriculture principles.

2 Variety of food production

The variety of primary & secondary produced products and locations (agriculture, fishing, food production units) that have special or differential value (e.g. Protected Designation of Origin - PDO, Protected Geographical Indication-PGI, sustainably, regeneratively produced products etc.) and the potential of local supplies in tourism as well as the tourism companies gastronomic component, play an important role for the Sustainable Food Destination gastronomic identity. This variety supports the creation of high-quality, differentiated tourism products that generate experiences with added value for visitors, empowering the competitiveness of the destination.

3 Tourism identity

The destination's tourism identity is important as it ensures local economic empowerment, necessary infrastructure development in the area (like accessibility and transport, digital infrastructure, the existence of accommodation units, restaurants etc.). In addition, the creation of the respective jobs, services and tools of cultural exchange between visitors and local society constitute a support net for the respective sustainable development.

4 Gastronomic culture & tradition

The destination's gastronomic traditions based on the local landscapes, religion, seasonality combined with cultural and culinary heritage (traditional recipes, dishes, equipment, rites, customs), as well as the production techniques, are the foundation of the tourism experiences which can be offered to visitors. Gastronomic culture along with food variety, define the gastronomic identity which connects the place with the people, playing an important role in the development of a Sustainable Food Destination.

5 Security & health & safety in the destination

Due to the COVID-19 pandemic there is much more focus on the importance of people's health and safety. The destinations, which analyse health hazards, develop effective preventative measures and ensure a healthy environment for both visitors and local societies, increase their attractiveness and competitiveness in the market. Also, it is important for the locals to feel that they have safe employment opportunities, receive salaries that can cover medical-health needs & secure decent housing. The above in combination with peace and security contribute to increased visitors' satisfaction as well as to meet travellers' expectations and needs.

6 Human Capital

Human capital is a determining factor in the competitiveness and success of any business sector. Today, more than ever, the lack of human capital in the hospitality industry is a reality. Talking about Sustainable Food Destinations, local people who can be trained to become ambassadors of the destination's authenticity, values and qualities by working in the tourism or food production sector is a necessary factor. Furthermore, skilled professionals are necessary with several academic knowledge, specialisations and training abilities.

Also, employees need to be flexible and evolving to cover production, development, marketing, management and other needs. The far-reaching changes and challenges of our era have increased the training needs. The reasons for this are climate change impacts, new techniques, evolving profession profiles, new digital environments as well as the need to create awareness of the benefits of cooperation between the public sector, the private sectors and the communities.

3

The 8 lessons learned

COOPERATION



LOCAL



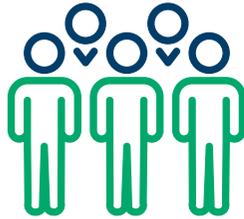
COMMUNICATION



EXPERIENCES



TRAINING



VALUE



EMPOWERMENT



MONITORING



COOPERATION

Cooperation is a core element of sustainable development & economy.

TRAINING

Common training of the representatives of all involved sectors (agriculture, food production units, tourism, retailers etc.) strengthen their relationship and inspires the successful involvement of their employees.

EXPERIENCES

Native food products should be promoted as experiences linking local gastronomy, place culture, nature and people.

LOCAL

Authentic local hotel experiences are successful when you directly involve local producers and farmers.

COMMUNICATION

Communication, marketing and networking are supporting the Sustainable Food Destination future and better living for the locals.

VALUE

Sustainable food production adds value to the regional touristic product and supports the local economy.

EMPOWERMENT

Empowerment of small-scale farmers could transform them into unique, viable ambassadors of a Sustainable Food Destination.

MONITORING

Monitoring and transparency of the performance together with regular evaluation empowers all participants to head for the vision of a Sustainable Food Destination.

1 Cooperation is a core element of sustainable development & economy.

Active engagement and involvement of a multistakeholder network with a common strategy is required for any Sustainable Food Destination development. Of equal importance is the positive cooperation of all the network representatives not only for common goals setting and experience creation but also for training, challenges facing and roadmap designing. Cooperation strengthens their relationship and inspires the successful involvement of their employees to head for a common vision.

“The interviewed project participants confessed being very satisfied with the work of the project team, specifically with their way of connecting and involving the different stakeholders of the project. They transferred relevant roles to all the stakeholders, provided the opportunity to participate and co-create and they encouraged and supported the participants with continuous improvements.”

Source - Futouris Evaluation Report



Picture: Round table in the monastery bringing together producers and hoteliers.

2 Common training of the representatives of all involved sectors (agriculture, food production units, tourism, retailers etc.) strengthens their relationship and inspires the successful involvement of their employees.

When different involved sectors are taken part in common trainings, this empowers all staff members skills and leads to a better understanding of each other's business. Whether you are a food unit, a hotel, a destination management organisation or any actor involved in your regional gastronomic or tourism activities, this will not only create mutually beneficial bonds but also inspire innovative service offers of your employees. Ultimately, it supports your employer branding.

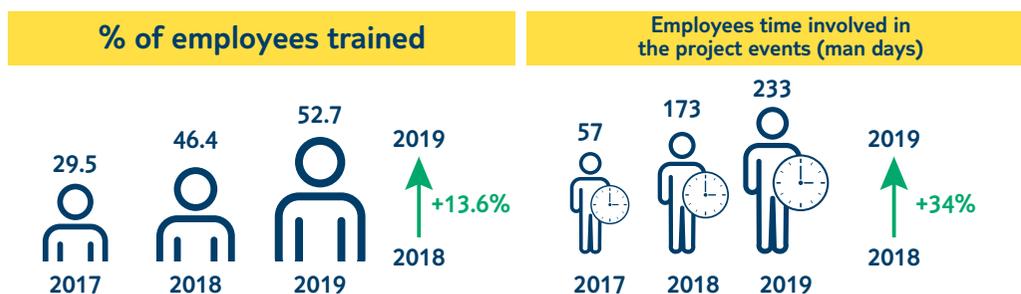
This was realised in the Train the Trainer milestones as a central project component in the Crete project. In total 20 trainers from the hotels and the food production units were trained as trainers to involve their respective organisations in the project as well as to co-create the project activities. The joint training and co-created activities developed a common spirit in the group beyond the corporate and competitive borders. This group supported each other despite the fact that they belonged to different organisations.

The general logic of these trainings was, that both groups were first trained in their respective environment, meaning hotel employees were trained in the hotels, food producers in their food production units and farmers on the fields. The innovative element, that finally led to the common spirit, was that the groups were mixed. Hotel employees were - for example - also trained on the fields and in the food production units.

Common training of food production units and hotel staff



The result of this cooperative spirit was measured by a key performance indicator in both projects which calculated how many employees were involved in the trainings from each of the participating hotels and how much time was devoted to the project activities. Below you can see the results.



Project "Taste Crete": % of trained employees of all employees in the project related hotel departments as well as employees time involved in the project events of the participating hotels.



Hotel employee training on the fields

Quotes of involved hotel staff

"This programme brought a positive effect to my professional personality. I became more responsible as a Manager by accepting the role of a trainer"
 D. Efthimiou - Creta Maris Resort

"The project had a huge positive impact to all of us. People from different companies worked together, managed to cooperate for promoting some of the treasures that Cretan land is producing and focusing on a more sustainable future. I was really excited when the guests started to realise the importance of such an action and they wanted to learn more"
 G. Malefitsaki - Agapi Beach

"Most important: We help all together to give our guests unforgettable experiences. By taking part in those events, they experience great moments and not "just another holiday" in a destination somewhere with sea and sun. Proud to take part in this programme, great to know what farmers are doing to protect soil"
 D. Pavlidou - Creta Malia Park

On Lanzarote the project got on hold right after the first year when the training activities were started. Until that time, 18,8% of the project-related hotel departments were involved.

3 Native food products should be promoted as experiences linking local gastronomy, place culture, nature & people.



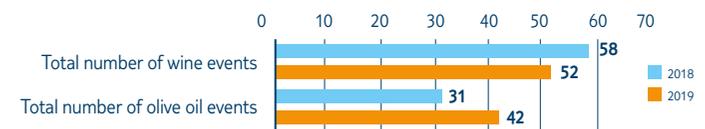
Nowadays, travellers are more open to explore the culture, traditions and cuisine of a destination. They prefer to participate in such events rather than doing nothing during their holidays. Promotion of unique food products of the destination, which are produced with respect to the local natural resources and wrapped up with storytelling about relative traditions, rites etc. increases their sales and enhances the authentic services of the respective accommodation unit. This trend was confirmed in both projects.

Within the three years of the Crete project, over 180 wine and olive oil tastings were executed with around 2800 tourists taking part in these events. Generally speaking, all tastings received high guest satisfaction levels as you can see below:

Project results of "Taste Crete":

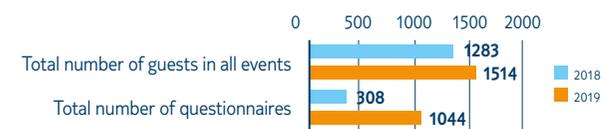
General information

Participating hotels: 2018=7 | 2019=9 (+2)

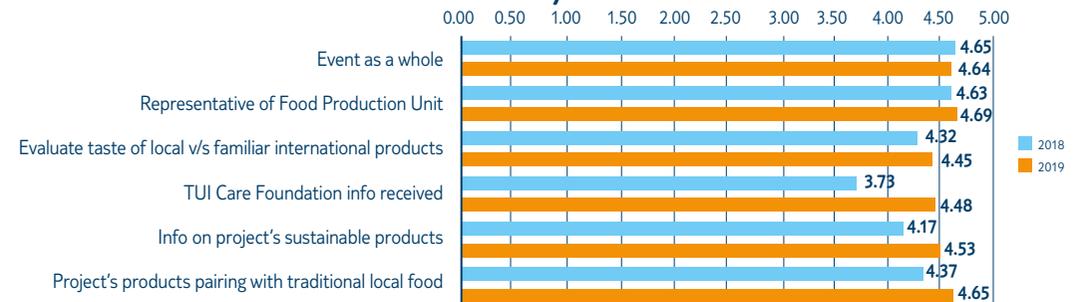


General information

Participating hotels: 2018=7 | 2019=9 (+2)



How do you evaluate...



Project exemplary poster that were co-created by the hotels and the producers:

DISCOVER THE CRETAN OLIVE OIL

OLIVE OIL, THE SUSTAINABLE SACRED PILLAR OF THE CRETAN DIET. THE BACKBONE OF LOCALS LONGEVITY.

Your hotel and local olive oil producers welcome you to experience together the secrets of this olive oil.

Please make a reservation at our _____ Participation fee: _____ per person.

DATE _____
 TIME _____
 LOCATION _____

TUI CARE FOUNDATION **Futouris**
Tourismus. Gemeinsam. Zukunftsfähig.

DISCOVER THE CRETAN WINES

4000 YEARS OF WINE HISTORY SEALED IN A BOTTLE! YOUR HOTEL AND LOCAL WINE MAKERS ARE DELIGHTED TO WELCOME YOU TO OPEN IT TOGETHER

DATE _____
 TIME _____
 LOCATION _____

Please make a reservation at our _____ Participation fee: _____ per person.

TUI CARE FOUNDATION **Futouris**
Tourismus. Gemeinsam. Zukunftsfähig.

Pictures from the tastings

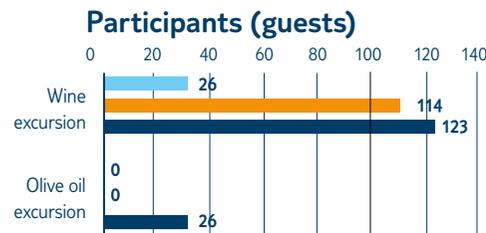
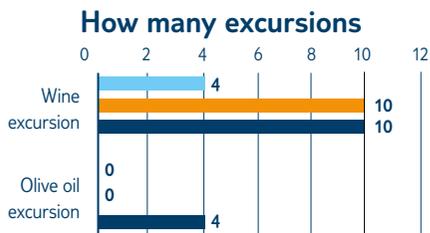


Results for excursions of “Taste Crete”

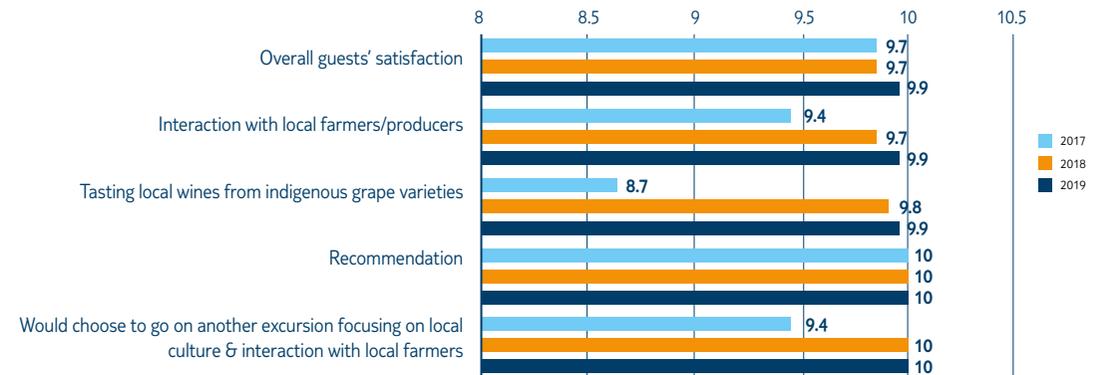
In both projects the local TUI agency co-created with the project team and the project participants special excursions linking the origin of local products, the way of their production (organically in Lanzarote; self-assessed sustainable standards in Crete), their use in local culinary culture, religious, traditions and the local’s connection with the place.

The project excursions were evaluated based on an especially designed guest questionnaire and all feedback and results collected were outstanding. Below you can find the number of excursions offered, the number of guests taking part as well as the guest satisfaction levels that were reached. In order to inspire a high local community value creation, the local income generated through these excursions was also tracked as a key performance indicator.

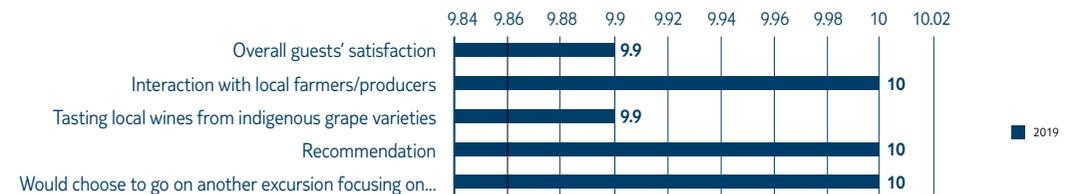
10 Sustainable wine excursions - 114 guests, 78 feedbacks



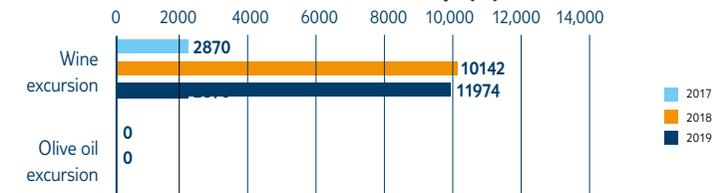
Wine excursion Guests’ questionnaires results



Olive oil excursion Guests’ questionnaires results



Income for local community (€)



Impressions from the Crete excursions



Results for Lanzarote project

Unfortunately, we had to cancel the authentic organic wine excursion on Lanzarote directly after the first season due to COVID-19. Despite this, the results were as promising as the ones on Crete. In total, 146 guests were participating between February and November 2019 and this generated 8,854 EUR income for the local society. In total, 31 questionnaires were received back rating this excursion on average with 9,3 out of 10.

Excursion Feedback Survey



Excursion Guests

Feb' 19	22 German
Sep' 19	40 German/19 English
Oct' 19	11 German/2 English
Nov' 19	22 German/15 UK/15 Norway

TOTAL: 146 PAX

INCOME GENERATED FOR LOCAL SOCIETY: 8,854€

Total surveys completed 31
Average rating for excursion 9.3



Wine & Dine excursion on Lanzarote

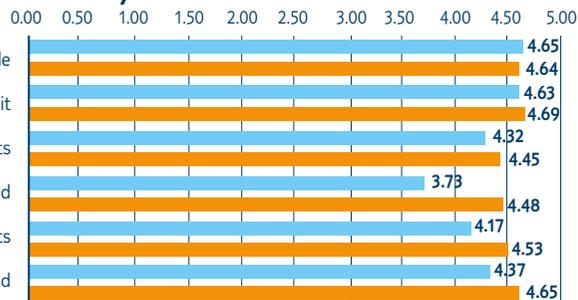
On Lanzarote, 21 tastings of organic wine were offered with 296 tourists taking part between January and September 2019. The average results were equally good.



4 Authentic local experiences are successful when you directly involve local producers and farmers.

In both projects, self-assessed sustainable or organic local food tastings as described in the sections before, were co-created and presented by hotels' F&B and guest relation departments together with the representatives of the food production units following local culture, operating and communication standards. Both parties complemented each other with their specific know-how about the origin of the products (farmers and producers) as well as the know-how of serving guests with the highest quality (hotels). These two competences matched very well and by evaluating the guest satisfaction, it was revealed that the driver for the high guest satisfaction of these events was the participation of the farmers/producers as you can see in this chart below.

How do you evaluate...



It was also proved in the respective excursions by directly involving producers, farmers or local women's associations to give guests a hands-on experience. In turn, better awareness was raised of how farmers could cooperate with local producers to increase their visibility and offer more authentic tourism experiences.

Quote from the farmer Mr. Georgios Kornarakis, age 61, vine grower of the Lyrarakis Group.

"I am grateful for having learned so many useful things about the sustainable cultivation of the vineyard. The project has also taught me to protect myself, the environment and the product I am producing.... My biggest reward, apart from the improved income, is the contact with tourists visiting my vineyard... at the end of every excursion, I am moved by their hugs and their understanding of what the word Cretan "hospitality" means, while they are thanking me..."



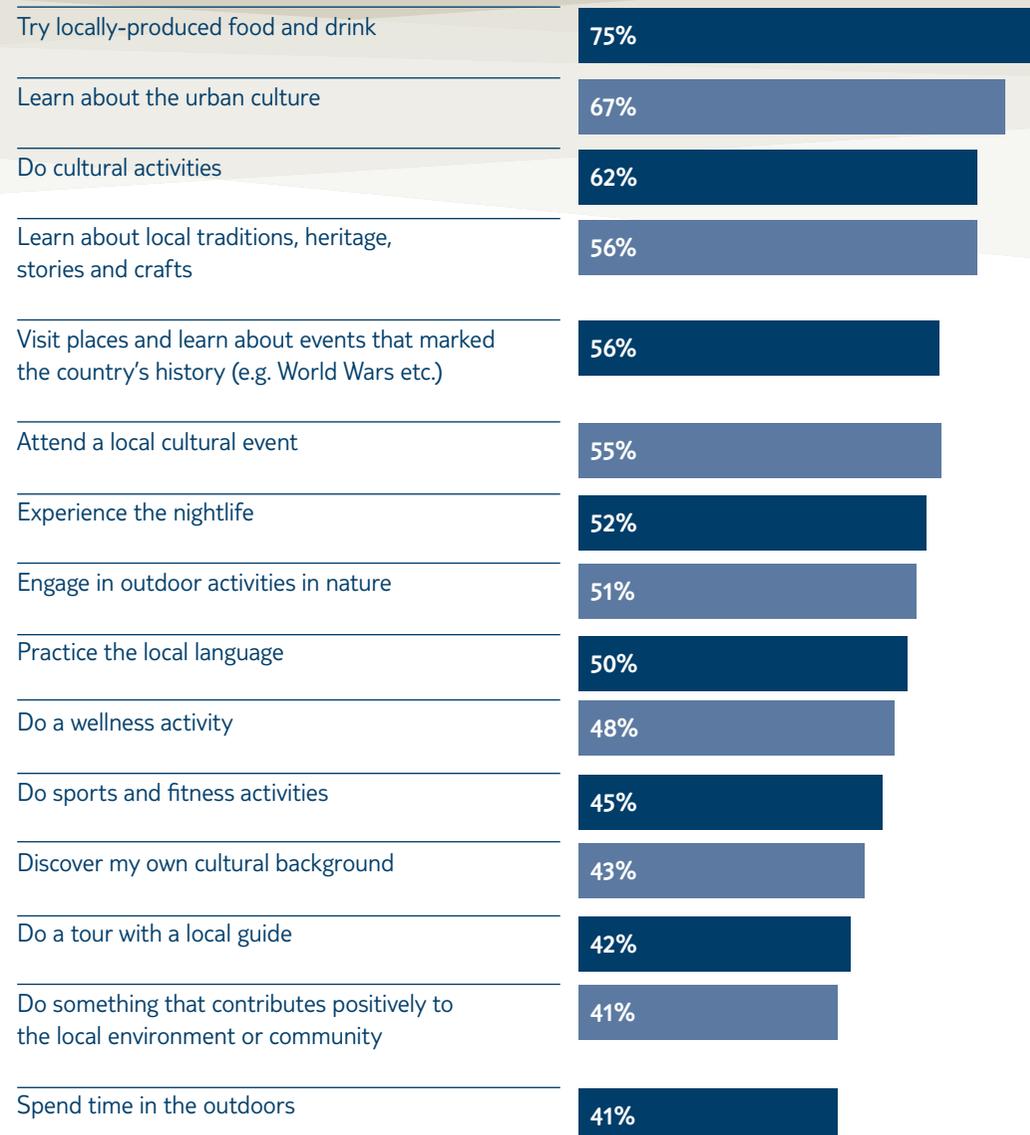
5 Sustainable food production adds value to the regional touristic product and supports the local economy.

This lesson learned talks about the different dimensions of added value when you create a Sustainable Food Destination. Besides the direct local income creation through selling the organic or self-assessed sustainable products, which will be covered at the end of this lessons learned, there are many indirect added value effects.

The first is, that such an approach creates healthier food for the residents of the destination, the visitors and the planet. The regenerative, organic, self-assessed sustainable products contribute to a natural environment, biodiversity protection, cultural identity preservation and climate protection.

Secondly, and this might be overseen when you look at the details, creating sustainable food offers and connecting them with the tourism sector is a very strategic approach for a destination as it creates a new destination profile and unique branding opportunities. This in turn will attract a new target group of customers being interested in such offers. Looking at the new emerging target group of the younger generation like the Gen Zers, this is - according to a report of the European Travel Commission - their number one activity in destinations.

Most popular indestination activities for Gen Zers



An approach like described in this report, will serve two ways: Supporting local tourism actors (hotels and producers) to serve this trend in the market and targeting a new interesting customer segment.

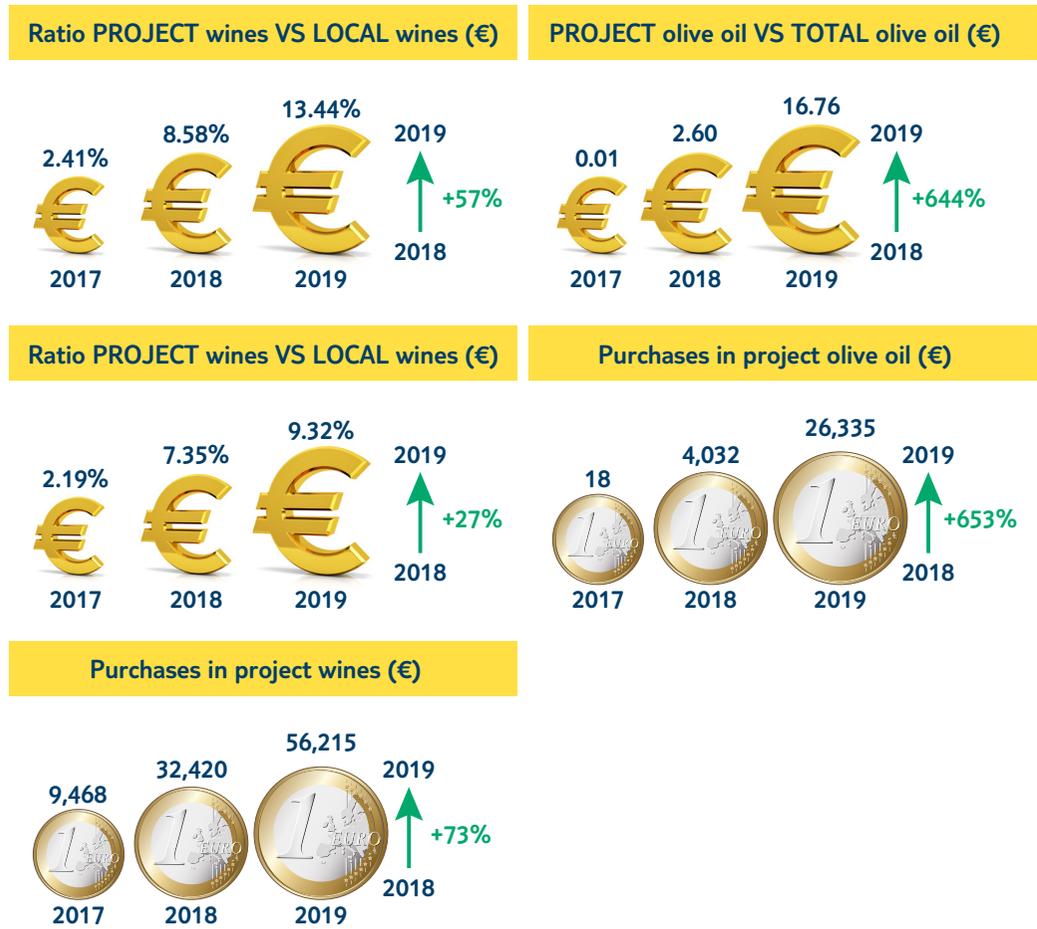
The third point of adding value is the direct local income increase deriving from these new products.

Both projects were also tracking the development of the sales. For the Crete project this was done within the three years of the project, while the Lanzarote project could only track one season as it was interrupted by COVID-19. Nevertheless, the results revealed a great potential to diversify the local tourism product while at the same time increasing the sales of local self-assessed sustainable and organic products.

Below are some results showcasing the volume and sales development of the project wines and olive oils in the "Taste Crete"-project.

Within the short project time the share of the local organic and self-assessed sustainable products (wine and olive oil) could be increased by 3-6 times in the participating hotels of both projects. For sure the starting point was rather low, but indeed the development indicated the potential to strengthen the local value chains. The total sales of over 100.000 EUR in the second and third year compared to the starting year of the project also showcased the positive influence on local value creation in the Crete project.

In the project on Lanzarote it was only possible to track the development of nine months compared to the starting year, but the indicated results were as promising as for the "Taste Crete" project. The unique aspect for this project was that the local volcanic wines already had a strong position in the market, but mainly the conventional ones. So, the vision of this project was to increase the share of organic wines derived from traditional grape growing techniques (funnels). This worked well in 2019 as you can see in the results below (these are the comparisons to the same time one year before).



First KPIs results: January to September 2019 - Development of ecological wine sales -



6 Communication, marketing and networking are supporting the Sustainable Food Destination future & better living for the locals.

To generate marketing advantages was not a main focus of both projects in the first place. But throughout the project time, the media and many other stakeholders got interested in the projects and their development. At the end, more than 90 press articles and four project videos generated additional marketing for the “Taste Crete” project without pushing for it. Any media request was handled in close cooperation with all participating project actors, giving them additional trustful visibility and close contacts with powerful media representatives. In total, the project received seven high level press trips as well as visibility in nine global events. The highlights were for sure the presentation of the project in front of the head of the EU department being responsible for tourism as well as the invitation to the UNEP sustainable wine conference in Moldova.

This strong visibility had an interesting project internal effect. It attracted the involvement of the owners and the top management. This effect facilitated the project success as the top management commitment supported the involvement of relevant employees of all project participants.

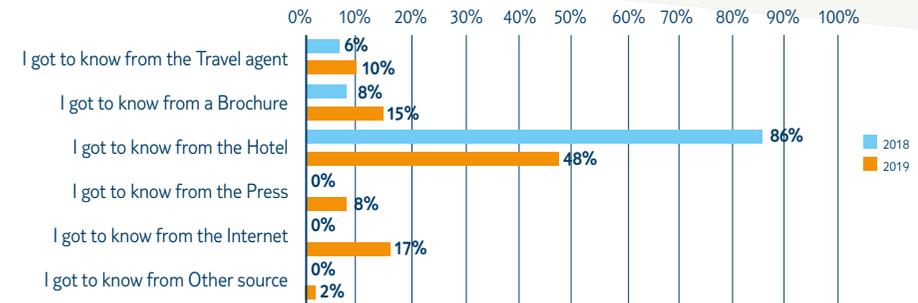
Media coverage & Press visits



Also, the project visibility influenced the way tourists became aware of the project. In the second year, most tourists heard about the “Taste Crete” project through their participating hotel. This was still the case in the last project year, but additionally other sources of information like the press, the internet or the travel agent increased substantially. Indeed, one can say that this project shaped the positioning of Crete as a Sustainable Food Destination.

I had heard about the TCF - Futouris project before:

2018: 17% | 2019: 29%



Presentation of the Crete project at the UN Wine Conference in Moldova (Sept. 2019).



Presentation of the project for EU politicians including the highest EU tourism representation in the TUI Brussels office (July 2019).



Video of Taste Crete project



Video of Lanzarote project

7 Empowerment of small-scale farmers could transform them into unique, viable ambassadors of a Sustainable Food Destination.

Small scale farmers - and this was revealed in both projects - are not viable and need training:

- on new IT technologies
- on regenerative farming based on on-site support from agricultural experts with experience
- on how to interact with visitors, promoting their production effort, family's food traditions and storytelling
- on connection with the place etc. during the authentic experiences contributing to improved sales of their products.

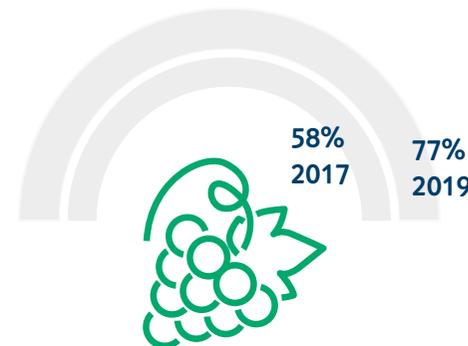
All the above are resulting in new marketing opportunities and better access to the market for small scale farmers and food producers.

Within the Crete project seven systematic steps to support the farmers to create the bases for self-assessed sustainable products were developed and applied. These were:



Every farmer measured him- or herself against 46 indicators – addressing crop, soil, pest and water management as well as social indicators - and could compare their own performance to the average of the group and see how he or she can improve. That's why the products were called self-assessed sustainable wine and olive oil. The overall management of all involved farmers was tracked with these Key Performance Indicators (KPIs) and at the end of the project, the results were as such:

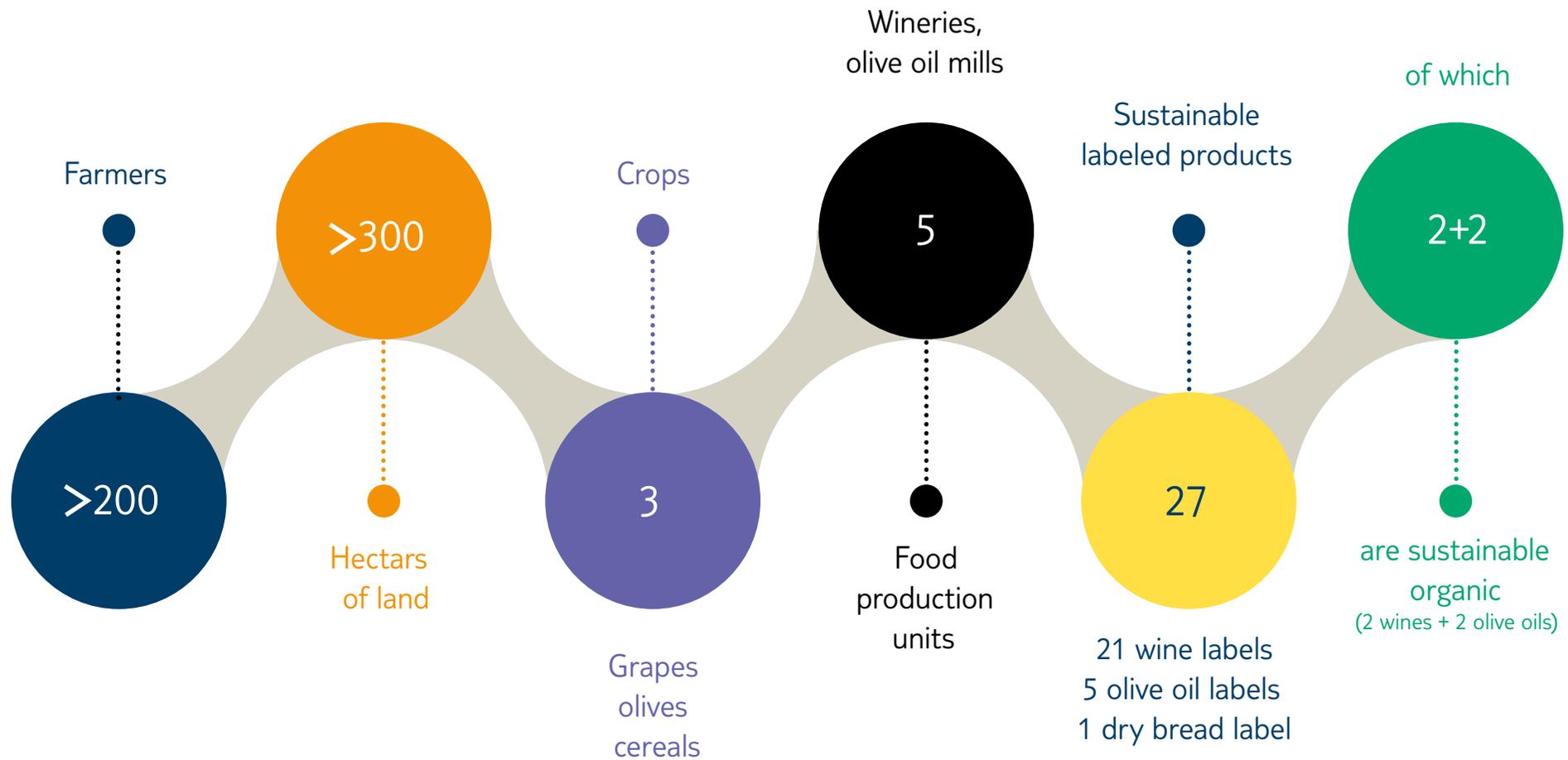
Total average for all KPIs for all wine growers



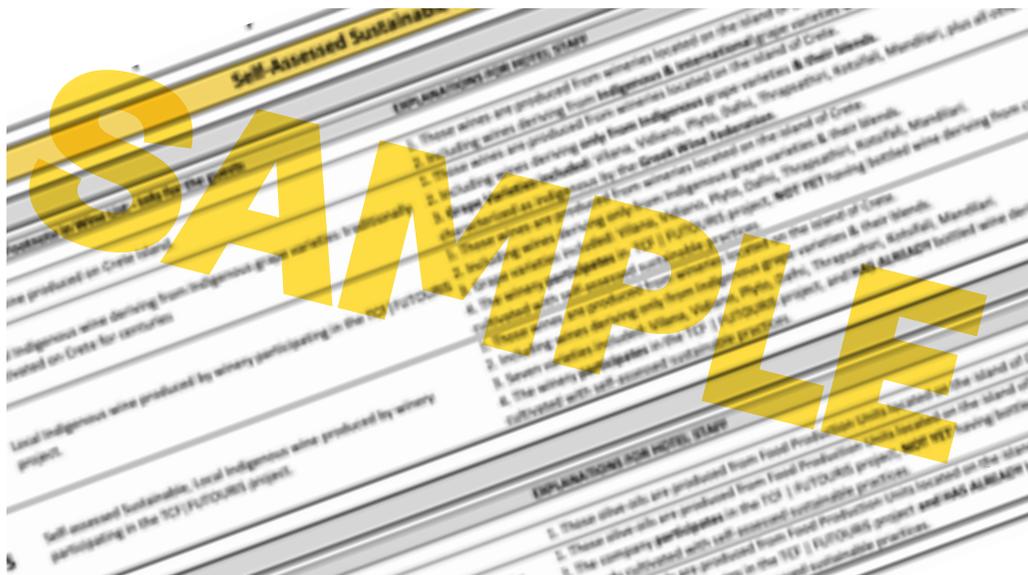
Total average for all KPIs for all olive growers



The work with the farmers resulted in a range of self-assessed sustainable products as can be seen below.



Additionally, a crucial part of both projects was to facilitate the promotion of these products through the involved hotels. This was for example done through a labelling scheme, which was developed to be used by the hotels for their respective menu cards.



Labelling scheme to highlight the project products in the menu cards.

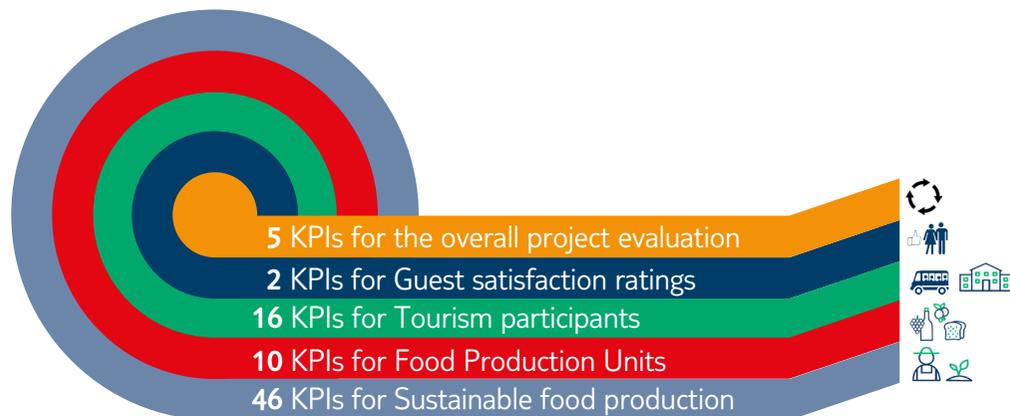
Feedback from the external evaluation of the project “Taste Crete“

“For the first time, food producers were connected to the tourism sector and developed and implemented joint activities. Furthermore, food producers built up knowledge on sustainable practices and products. This opened a whole new market for them, provided them with a new marketing opportunity, and allowed them to open their doors to more visitors and gather more positive feedback. Also, the self-assessed sustainable products received good recognition from the market, which, in turn, promoted sales requests of other products, as well. Clients appreciated the food production unit strategy and recognised the effort performed. At the same time, the food producers receive positive feedback from their farmers’ groups, concerning the feeling of belonging to a group that focus on practices that benefit society, environment & economy.”

“It was also stated that the project gave the agricultural sector a sense of relevance and recognition for their work as they were the ones shaping the experience of the international tourist with their products. Something they feel proud of and which brought them to the spotlight. Now they see themselves as ambassadors of sustainable farming practices.”

8 Monitoring and transparency of the performance together with regular evaluation empowers all participants to head for the vision of a Sustainable Food Destination.

As you have noticed throughout this report, these projects were evaluated based on transparent indicators for all involved actors as well as for the overall project results (like the increased sales of the products). Below you see the overview of the Key Performance Indicators for the Crete project.



The logic of applying these indicators were the same in both projects. In the first project year a baseline performance was evaluated in order to compare the progress with. In the second year a systematic evaluation was done based on individual coachings of all involved tourism actors (the farmers were coached on their own performance evaluation as described in lesson 7). Here one could see if the trainings and joint project activities resulted in the desired progress. The third year (only in the “Taste Crete” project) was used to create individual commitments to reach a certain performance level at the end of the season. Here also discussions took place if a further project continuation of individual actors makes sense when no progress was visible. Some actors were even excluded from the project based on this evaluation.

4

THE 5 MAIN ADVANTAGES OF A SUSTAINABLE FOOD DESTINATION

Climate
action support



Resilient
regional
development



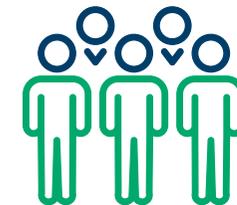
Destination
branding
empowerment



Local
supply & income
improvement



Authentic
experience & visitor
satisfaction



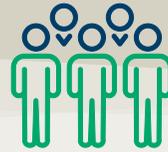


1. Climate action support

According to the Food and Agriculture Organisation (FAO), sustainable consumption involves foods that have little environmental impact or low carbon footprint but are, at the same time, nutritionally adequate, accessible, economic, diverse, safe, healthy and culturally acceptable.

This statement could be the solution to the data claims in the United Nations report “Convention to Combat Desertification” that food systems - a term to describe the way humans produce, process, transport and consume food - are the largest culprit when it comes to land degradation. They account for 80% of deforestation, 29% of greenhouse gas emissions and the leading share of biodiversity loss.

Both projects, Crete and Lanzarote, supported the development towards a Sustainable Food Destination by focusing on self-assessed, organic farming of local products. By doing this, they are supporting the sustainable consumption of the respective products, which directly contributes to SDGs 12 (responsible production & consumption) as well as 13 (climate action). Simultaneously, the use of these products for the implementation of authentic experiences with the creation of mutual fruitful synergies between all the involved sectors, supported the climate actions indirectly through the active improvement of SDGs 15 (life on land) and 17 (partnerships for the goals) and promoted a successful development programme with sustainable impacts.



2. Authentic experiences & visitors satisfaction

Through the participation of local producers and farmers in the events organised, a layer of authentic hospitality is added. Local people embody traditional values through their sincerely warm-hearted approach. It brings people together and is inducing synergies and cooperative not competitive collaborations between food producers and tourism players/vacation makers by connecting and strengthening the relation between tourism and agriculture. New sustainable oriented tourism services are developed such as wine/olive heritage tastings inspired by local culture & traditions and sustainable wine/olive excursions. Both services are adding an extra promotional value to the local and self-assessed sustainably produced products and contributed to increasing guest satisfaction levels.



3. Destination branding empowerment

Sustainable development of a destination is relevant to its branding and promotion in the market. Therefore, it is crucial to build the development on protecting instead of jeopardising the local natural resources. The focus of a Sustainable Food Destination lies on regenerative/sustainable local food production in combination with the offer of unique gastronomy & relative authentic experiences, improvement of local people’s livelihoods and authentic cultural heritage promotion. This approach helps to differentiate the place, empowering its tourism identity & branding.



4. Local supply & income improvement

Sustainable food destinations, which focus on connecting regional products and short distance food supply chains with gastronomic tourism, local retailers, catering etc. are creating social and economic benefits for the area. Investments in local food production and its connection with authentic experiences and consumption in the tourism sector could enable a virtuous circle for local supply (producers, suppliers, consumers) and represents a niche for young entrepreneurs who would like to develop the food sector or connect it with tourism activities in a socially and environmentally sustainable way. This mutual connection will strengthen the two main economic sectors of the destinations, tourism and agriculture, through improving local supply and income.



5. Resilient regional development

Sustainable food destination:

- **Triggers** the development of self-assessed sustainable/regenerative food production, connects it with responsible consumption, ensuring the responsible use of natural resources & biodiversity protection.
- **Brings** people together and it is inducing synergies and cooperative not competitive collaborations between food producers, vacation makers and governance authorities of a place.
- **Protects** and promotes local/native edible plant species, local gastronomic culture and traditions.
- **Inspired** by the above qualities, a Sustainable Food Destination offers authentic services and experiences to visitors, increasing their satisfaction and the place's attractiveness.

All the above strengthen a destination's position & competitiveness in the market. Sustainable rural development offers enormous potential for biodiversity preservation, poverty reduction and the promotion of local economic cycles contributing to an environmental and financial resilient development.

However, increased extreme weather incidents and the COVID-19 pandemic prove the lack of resilience in destinations' overall development and the need to go ahead with more solid plans and smart decisions which will contribute to a more sustainable prosperity & future. That is the conclusion of the WTTC-ICF2022 report "Enhancing resilience to drive sustainability in destinations": "By definition, resilience is a shorter-term concept than sustainability, but the two are intrinsically linked. Sustainability is not possible without resilience, and resilience is rarely possible without sustainability".

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Have a look at the projects on the TUI Care Foundation website.



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bluecontec GmbH - Andreas Koch

Preserving traditional wine making on Lanzarote

Senderismo Lanzarote, Ignacio Romero and Luisa Guttenberger
bluecontec GmbH - Andreas Koch

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