

En THOME, *Second Global Report on Gastronomy Tourism*. MADRID (España): UNWTO.

# Gastronomy Tourism: Challenges and Opportunities to Value Traditional Mexican Cuisine.

THOME-ORTIZ, HUMBERTO.

Cita:

THOME-ORTIZ, HUMBERTO (2017). *Gastronomy Tourism: Challenges and Opportunities to Value Traditional Mexican Cuisine*. En THOME *Second Global Report on Gastronomy Tourism*. MADRID (España): UNWTO.

Dirección estable: <https://www.aacademica.org/humberto.thome.ortiz/41>

ARK: <https://n2t.net/ark:/13683/ptuO/8ye>



Esta obra está bajo una licencia de Creative Commons.  
Para ver una copia de esta licencia, visite  
<https://creativecommons.org/licenses/by-nc-nd/4.0/deed.es>.

*Acta Académica es un proyecto académico sin fines de lucro enmarcado en la iniciativa de acceso abierto. Acta Académica fue creado para facilitar a investigadores de todo el mundo el compartir su producción académica. Para crear un perfil gratuitamente o acceder a otros trabajos visite: <https://www.aacademica.org>.*

World Tourism Organization



# UNWTO

## Second Global Report on Gastronomy Tourism

Affiliate Members Report: Volume sixteen



# **Second Global Report on Gastronomy Tourism**

## **World Tourism Organization (UNWTO)**

Secretary-General: Taleb Rifai  
Executive Director: Carlos Vogeler

### **UNWTO Editorial team**

AM Reports Management: Yolanda Perdomo, Director of the Affiliate Members Programme  
Editorial Team: Addaia Arizmendi, Aditya Amaranggana, Alisa Barton, Beatriz Cano, Carmen Torregrosa, Elin Drysen, Malak Zungi, Simran Singh (UNWTO Affiliate Members Programme)  
Copyright © World Tourism Organization, 2017

### **Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism**

Published by the World Tourism Organization (UNWTO), Madrid, Spain  
First printing: May 2017  
All rights reserved.  
Printed in Spain

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

**This document has been prepared for the World Tourism Organization (UNWTO), however it reflects the views only of its authors, and UNWTO cannot be held responsible for any use which may be made of the information contained therein.**

World Tourism Organization  
Calle Capitán Haya, 42  
28020 Madrid  
Spain

Tel.: (+34) 915 678 100  
Fax: (+34) 915 713 733  
Website: [www.unwto.org](http://www.unwto.org)  
E-mail: [omt@unwto.org](mailto:omt@unwto.org)

Citation:

*World Tourism Organization (2017), Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism, UNWTO, Madrid*

UNWTO publications are protected by copyright. Therefore, and unless otherwise specified, no part of an UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications.

Permission to photocopy UNWTO material in Spain must be obtained through:

CEDRO, Centro Español de Derechos Reprográficos  
Calle Monte Esquinza, 14  
28010 Madrid  
Spain

Tel.: (+34) 91 308 63 30  
Fax: (+34) 91 308 63 27  
Website: [www.cedro.org](http://www.cedro.org)  
E-mail: [cedro@cedro.org](mailto:cedro@cedro.org)

For authorization of the reproduction of UNWTO works outside of Spain, please contact one of CEDRO's partner organizations, with which bilateral agreements are in place (see: <http://www.cedro.org/en>).

For all remaining countries as well as for other permissions, requests should be addressed directly to the World Tourism Organization. For applications see: <http://publications.unwto.org/content/rights-permissions>.

ISBN printed version: 978-92-844-1869-5  
ISBN electronic version: 978-92-844-1870-1

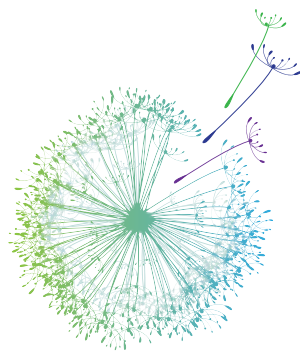
Design and printing: UNWTO

Photos by UNWTO / Dreamstime

Cover photo: © Daboost | Dreamstime.com

TRAVEL.  
ENJOY.  
RESPECT.

#TRAVELENJOYRESPECT



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



# Table of Contents

- 10 Foreword by Taleb Rifai, UNWTO Secretary-General
- 12 Foreword by Yolanda Perdomo, Director of the UNWTO Affiliate Members Programme
- 14 Introduction to Gastronomy and gastronomy tourism

## 16 Chapter 1: Progress of UNWTO Gastronomy Tourism Initiatives

- 16 1.1 UNWTO Survey on Gastronomy Tourism (2012)
- 17 1.2 UNWTO Survey on Gastronomy Tourism (2016)
- 22 1.3 UNWTO Gastronomy Network
- 24 1.4 1st UNWTO Global Report on Food Tourism
- 26 1.5 UNWTO Wine Tourism Prototype: A Joyful Journey
- 27 1.6 UNWTO World Fora on Gastronomy Tourism
- 36 1.7 1st UNWTO Global Conference on Wine Tourism
- 44 1.8 FIBEGA, the Ibero-American gastronomy meeting
- 48 1.9 Gastrodiplomacy and the Dissemination of Food Heritage

## 52 Chapter 2: Introduction to product development and experience in gastronomy tourism

### Case studies:

- 54 2.1 Mendoza: Creation and Evolution of a Gastronomy Destination (Argentina)
- 56 2.2 Jong Keukengeweld and Flanders Kitchen Rebels (Belgium)
- 58 2.3 Barrels Bottles & Brews, Tourism Windsor Essex Pelee Island (TWEPI) and the Culinary Tourism Alliance (CTA) (Canada)
- 60 2.4 Empowering gastronomy tourism through the implementation of quality certifications: A study of 20 gastronomic establishments in Bogotá, Colombia (Colombia)
- 62 2.5 Bogotá Region Gastronomy Cluster: An effort to promote farmers' market as tourist attractions (Colombia)



© Joanne Zheng | Dreamstime.com

- 64 2.6 The Ancestral Basket (Colombia)
- 66 2.7 Foodie route in the application Zagreb Be There (Croatia)
- 68 2.8 Apoxyomenos gastronomic story (Croatia)
- 70 2.9 Hungry for Finland (Finland)
- 74 2.10 The international gastronomy exhibition center “City of Gastronomy” in Dijon, France: An upbeat place for Dijon and a must visit site, celebrating the French way to enjoy meals (France)
- 76 2.11 Georgia - The Birthplace of Wine (Georgia)
- 77 2.12 How destinations can help travellers to ‘eat like a local’ (Greece/United Kingdom)
- 80 2.13 An outstanding example of gastronomy tourism from Hungary (Hungary)
- 82 2.14 The triangle concept of Indonesian gastronomy (Indonesia)
- 84 2.15 Gastronomy & Tourism in Ireland (Ireland)
- 86 2.16 What we should expect from wine tourism in the coming years (Mexico)
- 88 2.17 Portugal – Food history and authenticity (Portugal)
- 90 2.18 Gastronomy tourism product development and hybridization (Spain)
- 92 2.19 Gastronomy, Tourism and Michelin-starred Restaurants in Spain (Spain)
- 94 2.20 Galicia: A challenge for Wine and Food Tourism (Spain)
- 96 2.21 Balearic Islands gastronomy: Variety, quality, tradition and avant-garde (Spain)
- 98 2.22 Alinea Madrid – Chef Grant Achatz: From Chicago to Madrid (Spain)
- 100 2.23 Freixenet Group: More than Wine Tourism (Spain)
- 102 2.24 Tourism and Gastronomy in Turkey (Turkey)
- 104 2.25 A case study of Dorset and the Eat Dorset Food Festival (United Kingdom)
- 108 2.26 A different approach to food tourism: The Travel Foundation’s Taste of Fethiye project (2009-2015, Fethiye, Turkey) (United Kingdom)
- 110 2.27 Welcome to Napa Valley! Wine Tourism and Its Discontents (United States of America)
- 112 2.28 Food festivals as a tourism product in the United States of America (United States of America)





114

### **Chapter 3: Introduction to challenges in gastronomy tourism**

#### **Case studies:**

116

3.1 Key Factors for Measuring Gastronomy Tourism from the Perspectives of Competitiveness and Sustainability: A Case Study of Bogotá, Colombia (Colombia)

120

3.2 Gastronomy, tourism, local development: Quality as the focus of the research agenda (France)

122

3.3 Ibusuki Hakusuikan (Japan)

124

3.4 Gastronomy and Culinary touristic products (Mexico)

126

3.5 The Fragrance of True Hospitality (Mexico)

128

3.6 Gastronomy Tourism: Challenges and Opportunities to Value Traditional Mexican Cuisine (Mexico)

130

3.7 Russian gastronomy week (The Russian Federation)

132

3.8 Gastronomy tourism – a challenge to discover and experience a diversity of cultures (Slovenia)

134

3.9 Today's New Culinary Traveller (United States of America)

136

### **Chapter 4: Introduction to communication and branding**

#### **Case studies:**

138

4.1 Međimurje - Culinary garden of healthy pleasures (Croatia)

140

4.2 Gastronomy Tourism in Regional Communities in Japan (Japan)

144

4.3 World Tapas Day (Spain)

146

4.4 TripAdvisor Gastronomy Trends (United States of America)

148

### **Chapter 5: Introduction to good practices in gastronomy tourism worldwide**

#### **Case studies:**

150

5.1 Sustainable relationship between Tourism, Culture and Gastronomy (Argentina)

152

5.2 Wine tourism: Leading the way in creating innovative, lifestyle destinations (Austria)

154

5.3 Flanders Food Faculty (Belgium)

156

5.4 Bulgaria – a discovery to share (Bulgaria)



© Tomert | Dreamstime.com

- 158 5.5 Developing Destination Taste of Place (Canada)
  - 160 5.6 Bogotá, a gastronomic city (Colombia)
  - 164 5.7 Good practices in gastronomy tourism worldwide – Bjelovar-Bilogora County (Croatia)
  - 166 5.8 Gastronomy Tourism in Japan (Japan)
  - 168 5.9 Gastronomy tourism practice in a historical Verkiai Palace and service excellence training during low season (Lithuania)
  - 170 5.10 Gastronomy tourism under Public Policy State of Guanajuato (Mexico)
  - 172 5.11 Research: the starting point for gastronomy tourism (Peru)
  - 174 5.12 Food tourism as a tool of tourism development in the Czech regions (Czech Republic)
  - 176 5.13 Knowledge and innovation in gastronomy tourism (Spain)
  - 178 5.14 Gastronomy tourism in Valencia (Spain)
  - 180 5.15 Gastrofestival Madrid (Spain)
  - 182 5.16 Using Development Assistance Co-operation to Develop Wine Tourism in the Kakheti Province, Georgia (United States of America)
- 
- 186 **Chapter 6: Introduction to training and skills in gastronomy tourism**  
**Case studies:**
  - 188 6.1 INACAP (Chile)
  - 190 6.2 Vocational training in Gastronomy: overview and challenges for the field of tourism in Mexico (Mexico)
  - 192 6.3 Capacity building for Peruvian Gastronomy (Peru)

# Foreword



## **Taleb Rifai, UNWTO Secretary-General**

Gastronomy is a fashionable trend, a hobby for thousands, and one of the main reasons for many to travel. People seek to experience food in the same way that they seek out other elements of different cultures like art, music and architecture.

Gastronomy tourism offers enormous potential in stimulating local, regional and national economies and enhancing sustainability and inclusion. It contributes positively to many levels of the tourism value chain, such as agriculture and local food manufacturing.

Linking gastronomy and tourism also provides a platform for the promotion of cultures through their cuisine. This not only assists in destination branding, but also helps to promote sustainable tourism through preserving valuable cultural heritage, empowering and nurturing pride amongst communities, and enhancing intercultural understanding. Through a visit to a food festival, cooking class or farm-to-table dining experience, tourists garner a better sense of local values and traditions.

2017 has been designated by the United Nations as the International Year of Sustainable Tourism for Development. It is now more important than ever for destinations to maximize the potential of gastronomy tourism to contribute to economic growth, social inclusion, cultural and environmental preservation, and mutual understanding.

Yet, to fulfil this potential, destinations must adapt by understanding and forecasting demand, creating networks with all local stakeholders and develop adequate products and marketing strategies. Support is also required to foster skilled human capital.

This report, developed by the UNWTO Affiliate Members Programme, aims at showcasing how gastronomy tourism can be a driver for the modern tourist hungry to create authentic yet memorable experiences and a pillar of sustainable tourism. We would like to thank each of the 60 contributors to the report, including UNWTO Member States, Affiliate Members and partner organizations, who provided the tried and tested case studies included in the report. I trust that the initiatives outlined will provide an excellent point of reference for stakeholders on the immense potential gastronomy tourism has to offer.

## 3.6

# Gastronomy Tourism: Challenges and Opportunities to Value Traditional Mexican Cuisine

*Humberto Thomé-Ortiz, Universidad Autónoma del Estado de México*

Traditional Mexican cuisine is a living cultural expression with a long tradition, age-old skills, culinary techniques and ancestral ingredients. Mexican gastronomy is one of the fruits of the sea and the earth; from wild and field-grown origins, as well as Pre-Hispanic ingredients enriched by the mixing with European traditions. The five regions include the north, centre, high plateau, south and southeast in which every cuisine is unique, and is characterized and supported by the ecosystem and culture.

In 2010, Mexican Gastronomy was declared an Intangible Cultural Heritage of Humanity by UNESCO, and became one of the first cuisines around the world to achieve this distinction. The basis of the Mexican gastronomy is native corn; therefore, its increasing volume is a fundamental issue in the context of the globalization of food and the introduction of genetically modified maize.

The recognition of Traditional Mexican Cuisine as Intangible Cultural Heritage of Humanity entails a major opportunity to view it as a strategic source to generate income, and gives it universal value as part of the culture of humanity; stimulating policy making directed towards its preservation and promotion.

In 2015, the Mexican government implemented the National Cuisine Promotion Policy, whose main objective is the preservation of gastronomy and the generation of new opportunities for the development of the sectors involved. Among the strategic areas, tourism is a key element, allowing gastronomy to be the basis for creating different touristic routes, with regional cuisines of Mexico<sup>5</sup> as the main attraction. The purpose of this case study is to analyse the challenges and opportunities facing gastronomy tourism as a tool to enhance the value of traditional Mexican cuisine.

### **Opportunities:**

Gastronomy tourism is one of the most promising tools for traditional cuisine, through the positioning of Mexico as a world-class gastronomy destination. The culinary richness of the country represents the perfect opportunity to add value to the emblematic meals via tourism. This has the potential to improve the living conditions across all sectors involved in the value chain of Mexican gastronomy, and a major integration and participation of different demographics. In this regard, perfectly planned gastronomy tourism strategies can contribute to the increased appreciation of farmers, traditional cooks and



UAEM

Universidad Autónoma  
del Estado de México



© Scott Jones | Dreamstime.com

chefs, at the same time providing motivation to protect diversity and bicultural heritage of the regions. Thus, gastronomy tourism provides the ideal conditions for the enrichment of gastronomy, and thereby achieving preservation of the tangible and intangible components of the Mexican Cuisine.

#### **Challenges:**

In spite of the benefits associated with gastronomy tourism, it is necessary to think about the challenges that local governments, educational institutions and civil organizations have to face in order to reach their respective development goals. It is important to have an equitable distribution of the benefits provided by gastronomy tourism among the sectors involved. Not only is it crucial that farmers, cooks and chefs are seen as an integral part of the tourism value chain, but also that the proposals offer them a central role with the intention to preserve biodiversity and gastronomic culture. The real challenge is to overcome the stereotypes generated in culinary tourism centred on restaurants, and to take travellers to the real source where they can taste local dishes and interact with the cooks.

It is vital to think about tourism as a means to re-evaluate traditional Mexican Cuisine. It is therefore important to prevent any misunderstanding in the importance of this resource, for example by reducing it to solely an economic income. Furthermore, there is a risk of allowing excessive exposure of the traditional techniques and ingredients, which may lead to new dishes that do not have any ties to the values and traditions of the Mexican cuisine, in which case, the preservation of the gastronomic heritage could be compromised.

#### **Conclusions:**

The objective of enhancing traditional Mexican cuisine through tourism is to preserve biocultural heritage, encourage social integration and boost the economic growth of the country. To accomplish this, it is essential to target policies that take social, economic and environmental factors into consideration with actions directed towards educating, planning and managing the culinary heritage of the traditional Mexican towns.