



# GASTRONOMY

## A Tourism lure

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EXPLORING THE CONSIDERATIONS FOR A POLICY  
DECISION AND THE IMPACTS ON CROSS-SECTOR  
INTERACTIONS

# AGENDA

- Overview
  - *Rationale*
  - *Research Objectives*
  - *Research Questions*
- Definitions
- Scope of the Literature
- Methodology
- Findings
- Projected Outcomes
- Implications of the Study
- Concluding Remarks

# OVERVIEW

RATIONALE | RESEARCH  
OBJECTIVES | RESEARCH QUESTIONS

# OVERVIEW

## GROWTH IN THE INDUSTRY

UNWTO/  
UNESCO,  
2015

*By 2030 the expected tourist arrivals would reach 1.8 billion globally.*

UNWTO, 2018

*By 2020, the expected arrivals would reach 1.6 billion arrivals globally.*

Jamaica  
Tourist Board,  
2017

*The Caribbean Tourist Organization reported a continued demand for the Caribbean region due to its cultural diversity and authenticity.*

# OVERVIEW

## GROWTH IN THE INDUSTRY CONT'D

*2016 has been the  
seventh consecutive  
year of sustain growth  
in internal travel*

*The tourism industry  
experienced a 4.2%  
increase or 29.341 Mil  
in tourist arrival for  
2016 when compared  
with that of 2015.*

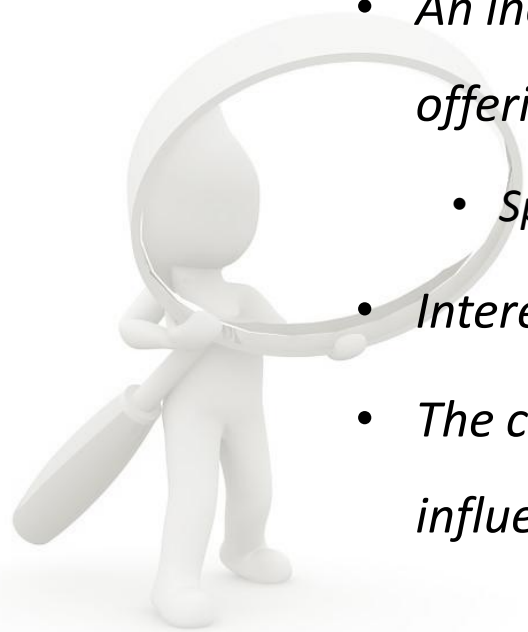
***Source: Jamaica Tourist Board, 2017***

# OVERVIEW

## Observations:

### *Travel interest inspired by:*

- *An increase desire for immersing one's self in the cultural offerings of a destination*
  - *Specific emphasis on the diet of the people <sup>3,4</sup>*
- *Interest slowly moving away from the Sun, Sand and Sea.*
- *The cultural offerings by each destination has been influencing visitors to return each year.<sup>1</sup>*





# OVERVIEW

## Observations:

- *The tourist gaze has transition to other sensory experiences, desiring more of the tangible and intangible offerings of cultural diet*
- *People travel not only to experience another person's culture or to escape from the daily routine of work but also to reacquaint themselves with their own culture (Stoykova 2015; Gyr 2017; Lane et al., 2013 and Özdemir et al. 2017).*



# RATIONAL – Site Selection

## Jamaica

*Familiar grounds*

*The Ministry of Tourism identified five pillars for tourism growth:*

- *Tapping into new markets*
- *Developing new products*
- *Promoting investment*
- *Building new partnerships*
- *Developing new capital*

*Gastronomy Identified as one of Seven (7) networks eyed to achieve the five pillars of Tourism growth*



# RESEARCH OBJECTIVES



Identify key factors that influence the diversification of the tourist product



Understand the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of gastronomy/ cultural tourism



Understand the meaning of this change in the eyes of the government versus the private sector

# RESEARCH OBJECTIVES

## Understanding the nature of the transition from sun, sand & sea:

- *To explore how the idea of gastronomy became the new focus and how has it evolved,*
- *to determine if this transition was a policy (government) driven or business-oriented approach*

## Understanding the meaning of this change – Public vs Private sector:

- *To identify the impact of tourism policy on other Sectors namely but not limited to:*
  - *Transportation and infrastructure,*
  - *Employment (formal and Informal),*
  - *Accommodation*

# RESEARCH QUESTIONS

Who is pushing the idea of gastronomy as a tourism driver?

How has this concept impacted cross-sector policies?

What does this mean for the local farmers?

- *Would this push or revitalize the industry?*
- *Will they use imported products?*
- *Would they focus on a mixed market approach?*



# DEFINITIONS

CULTURE  
HERITAGE  
CULTURAL TOURISM  
GASTRONOMY



# DEFINING: HERITAGE | CULTURE | CULTURAL TOURISM

## Heritage

- *“**Material testimony of identity**; a discourse and set of practices concerned with the **continuity**, persistence and substantiality **of collective identity**” (Macdonald, 2006, p. 11)*

## Culture

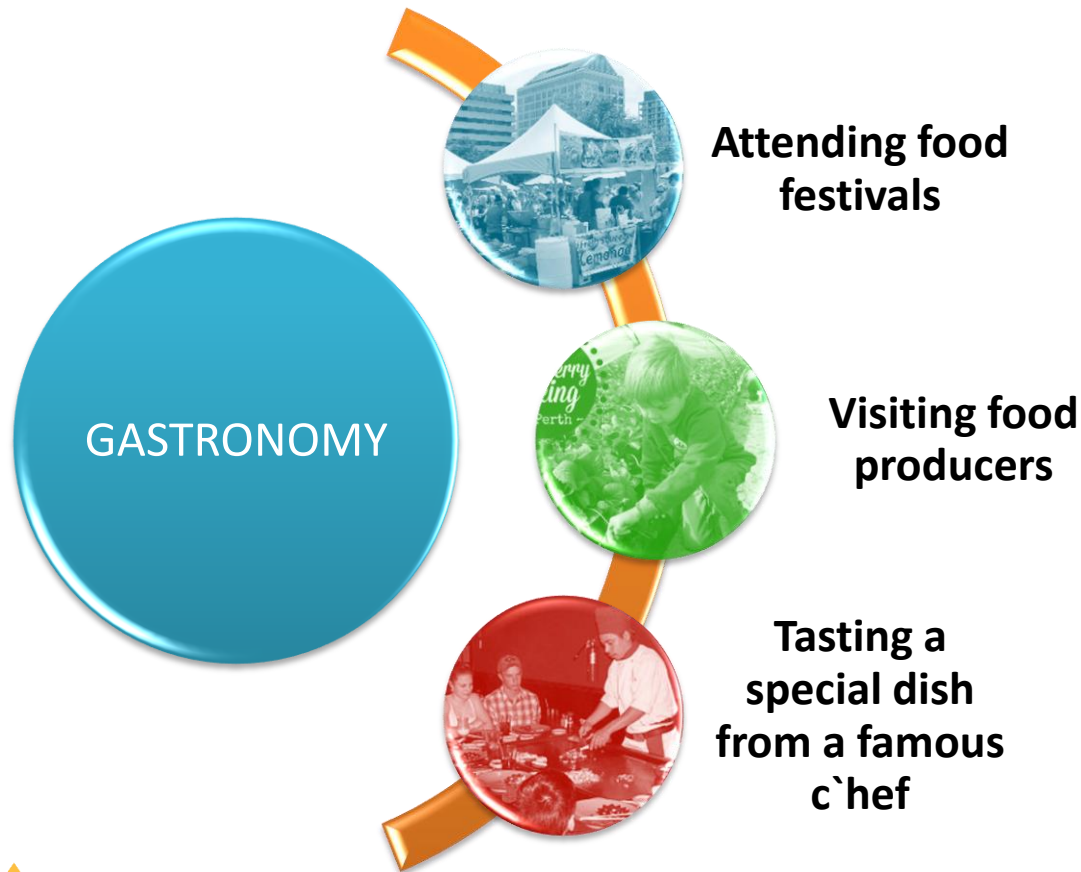
- *“Culture refers to the **cumulative deposit of** knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religions, notion of time, roles, spatial relations, concepts of the universe, and material objects and possession **acquired by a group of people in the course of generations through individual and group striving**” (Hofstede (1997) cited in Pop 2016, p. 220)*

## Cultural Tourism

- *“an activity that enables people to experience the way of life of others, gaining a first-hand understanding of their customs, traditions, intellectual ideas and those places of cultural significance”. (International Scientific Committee on Cultural Tourism cited in Pop, 2016, p. 220)*



# DEFINING GASTRONOMY



## The concept of gastronomy is:

- *Multi-dimensional*
- *Generally referred to as the originality of a dish and it being indigenous to a place, a region or a country*



# RANGE OF GASTRONOMY

## Knowledge based

- Culinary Schools
- Cook Books

## Agri-tourism

- Vineyards
  - Winemakers
- Breweries
- Distilleries
- Field Owners and producers

## Marketing

- Television programs
- Magazine
- Gastronomy-related media

## Tour Based

- Tour operators
- Local tour guides

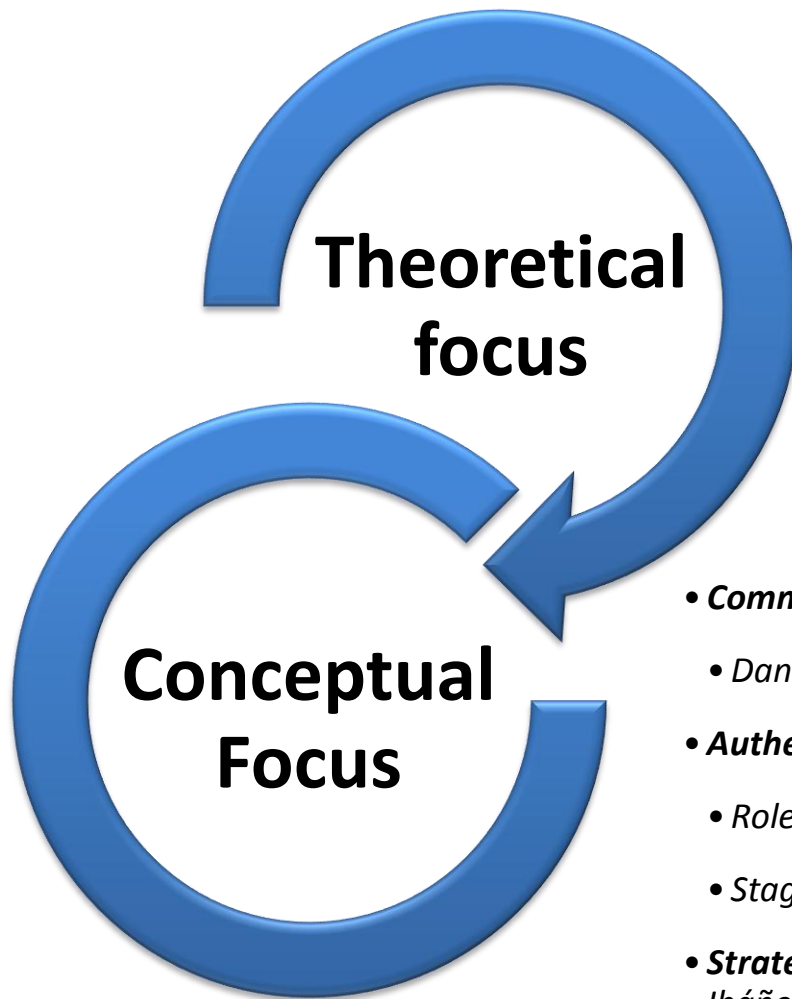
Source: Cagla, 2012

# Scope of the Literature

“REPRESENTATION NOT ONLY REFLECTS REALITY BUT HELPS TO  
CONSTITUTE REALITY” (DUNCAN, 2001)



# THEORETICAL & CONCEPTUAL FOCUS



- **Market Theory** (Kotler, 1999)
  - *Guided the development and explanation of the various typologies*
- **Creative Destruction** (Schrumpter, 1943; Halpern et al., 2011)
  - *Resulting from over commodification*
  - *Transformation of Cultural sites into leisure scapes*
- **Commodification** (Halpern et al., 2011)
  - *Dangers to a destination's culture & heritage*
- **Authenticity** (Stoykova, 2015; Yang et al, 2016)
  - *Role played in product development*
  - *Staged Authenticity*
- **Strategic Coupling and destination upgrade** (Sanz-Ibáñez et al., 2016)

# MAIN TAKE AWAYS

## Authenticity and cultural experience

- “Representation not only reflects reality but helps to constitute reality” (Duncan, 2001 cited in Yang et al., 2011, p. 562).
- Cultural misrepresentation can be equally as damaging to the tourist or locals who may be knowledgeable of the cultural offerings

## Strategic Aliances

- Building relationships in the tourism sector can be equally beneficial as well as risky, due to the level of competition that exists within the sector

## Product Development as an Economic Initiative

- The motivations for travel as well as those for establishing activities that provides an experience for visitors, vary based on the individual as well as the circumstance of the host.
- The dynamic between the host guest relationship has been seen to be delicate.
- In promoting the culture of a people, the host must be mindful to not over commodify the product.

# METHODOLOGY

APPROACH | RECRUITMENT | DATA  
COLLECTION & ANALYSIS

# METHODOLOGY

- **Methodological Approach**
  - **Design method**
    - **Mixed Methods design** (Caracelli and Greene, 1997; Greene, 2007 cited in Creswell et al., 2011,90)
      - *Limited time to execute the study*
      - *Limited resources*
      - *Not enough existing materials or studies in Jamaica to use as a reference point to aid in the research process; and*
      - *The qualitative questions embedded in the online questionnaire were to support the quantitative data (Creswell et al., 2011,90-91).*

# METHODOLOGY

- **Selection of Participants**
  - **Sampling Method**
    - **Purposive Sampling – Critical Case Sampling** (Palinkas et al., 2013; Tongco, 2007; Etikna, 2016)
      - *Non-probabilistic sampling method*
      - *Capable of making logical generalizations and not necessarily statistical generalizations*
  - **Target Group**
    - *Policymakers: Managers; Technocrats*
    - *Those working in the industry*

# METHODOLOGY

## Selection Criteria

*Those responsible for coordinating & developing policies, plans and programmes for the sustainable development of Jamaica*

*Their interaction with the tourism sector was either directly or indirectly linked*

*They would play a part in the execution of this model one way or another*

*Responsible for Regulating, and monitoring activities directly and indirectly related to the industry*

*They had some level of expertise in the discipline.*



# METHODOLOGY-Selection of Participants

## Government Sector – Central Gov

- *Ministry of Tourism*
- *Ministry of National Security*
- *Ministry of Industry, commerce, Agriculture and Fisheries*
- *Ministry of Health*
- *Ministry of Transport, Works and Housing*
- ***The Ministry of Education (Academia)***
- *The Planning Institute of Jamaica*

## Government Sector – Local Gov.

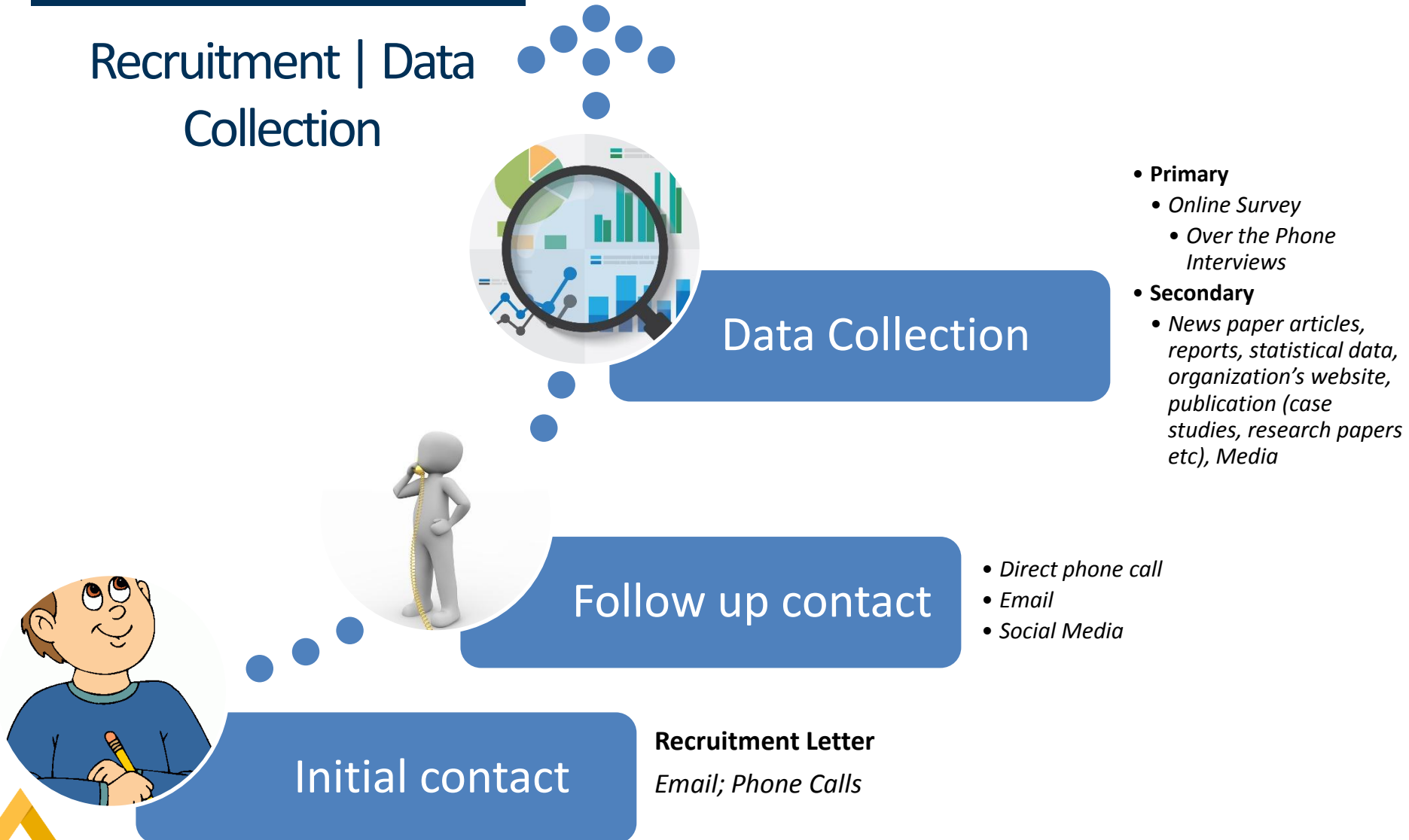
- *The St James Municipal Corporation;*
- *The St. Ann Municipal Corporation;*
- *The St Mary Municipal Corporation;*
- *The Portland Municipal Corporation;*
- *The St. Thomas Municipal Corporation;*
- *The St. Catherine Municipal Corporation*
- *The Westmoreland Municipal Corporation.*

## Private Sector

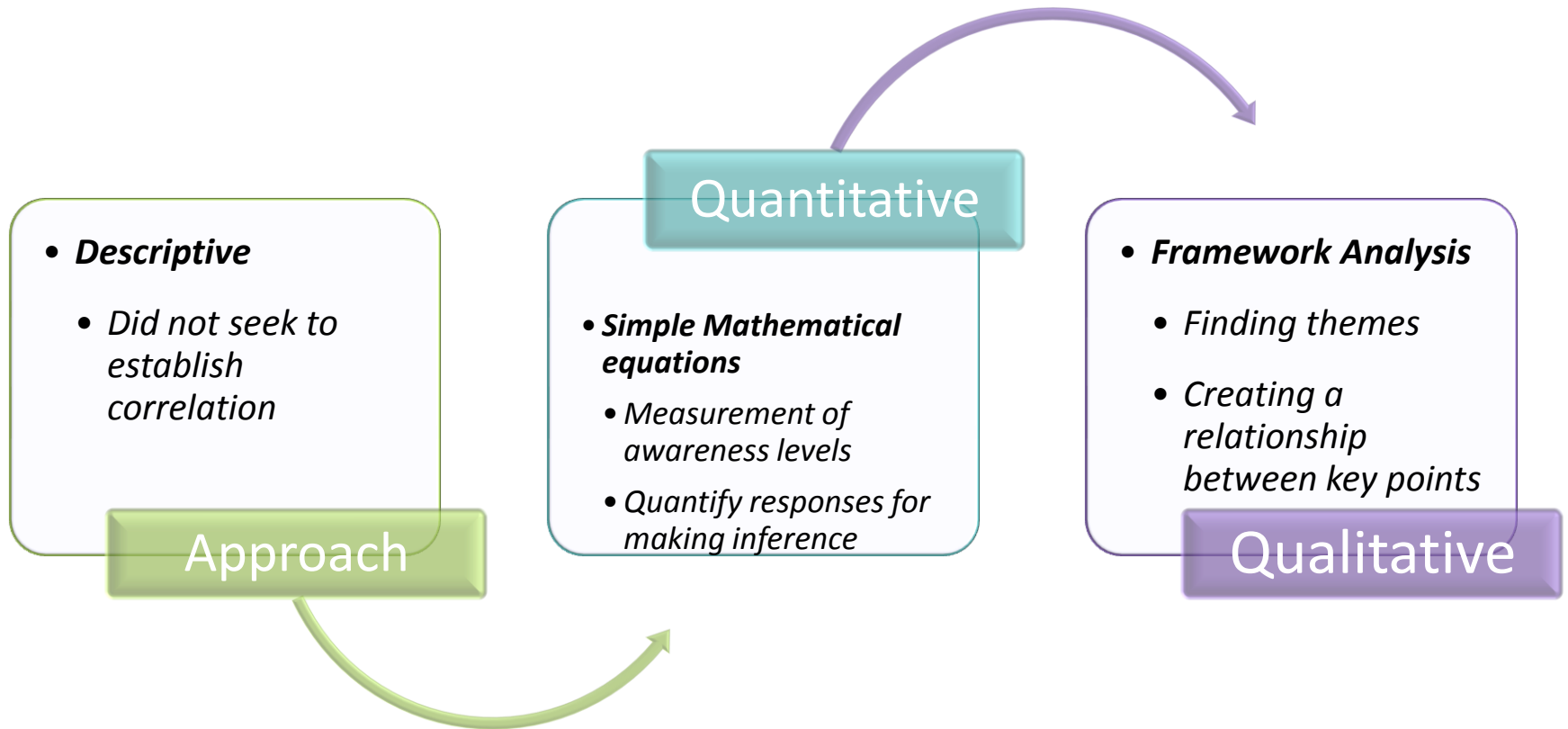
- *The Jamaica Union of Travelers Association (JUTA)*
- *The Jamaica Co-operative Automobile and Limousine (JCAL) Tours Limited*
- *The Jamaica Association of Transport Owners and Operators (JATOO)*
- *The Jamaica Hotel and Tourist Association*

# METHODOLOGY

## Recruitment | Data Collection



# METHODOLOGY: Data Analysis



# Research Findings



# FINDINGS

## Knowledge of Gastronomy

- Majority of the research participants had knowledge of the terms gastronomy or food tourism
  - *11 participants knew the actual term gastronomy*
  - *4 participants identified it by its colloquial expression “food Tourism”*
  - *4 out of the 16 participants had a fair grasp of the full range of gastronomy*
    - *Only those who has some level of professional interest had knowledge of its range.*

# FINDINGS

- **Several positive influences for gastronomy have been identified in the study:**
  - *economic development*
  - *recognition of Jamaica's gastronomic potential*
  - *A renewed focus on rejuvenating Jamaica's agricultural sector*
  - *Opportunities for locals to have direct contact with the tourism industry*
- **Research revelation**
  - *Agritourism plays a significant roll in a destination's gastronomy:*
    - *School benefit form this the most*
    - *Locals are provided with the opportunity to showcase their heritage (e.g. indigenous farming techniques)*

# FINDINGS

## Gastronomy's Impact on Jamaica

- Gastronomy is projected to have a positive impact on both the public and private Sector's operational policies
  - *Increased and improved job opportunities*
  - *Strategic alignment between the government and private sector*
  - *Greater focus on PPP*
  - *Increased linkages between Agriculture and Manufacturing sectors*

# FINDINGS

## Gastronomy's Impact on Jamaica Cont'd

- Useful for encouraging locals to:
  - *Return to their traditional diet*
  - *Focus on healthier dietary habits*
  - *Promote localization especially with the hospitality environment*
- Jamaica's 'gastronomic' brand is perceived to be:
  - *authentic in taste and experience*
  - *A progressive tool for attracting locals and tourist*
  - *Useful for expanding brand Jamaica on the international scene*



# FINDINGS

## Opportunity for Sectorial Linkages

*Within the agricultural and manufacturing Sectors*

*Focused on reducing leakages to international producers and manufacturers*

## Opportunity for Improved Capacity Development

*Increase dialogue between MOT & MICAFA to support local farmers*

*According to Claudia Gardner (JIS reporter) “gastronomy ... has the potential to transform rural communities whilst turning agricultural produce into a true powerhouse” (“Agro-Tourism Stakeholders Welcome Gastronomy Thrust”, 2017)’*

# FINDINGS - Gaps identified

## There is a need for increased Institutional development

- *General need to improve existing staff compliment*
- ***Need for specific training for local farmers to improve on the quality and the consistence of their product.***
- ***Unwillingness to identify the deficiencies of existing framework***
  - *Outdated legislative documents to guide development*
  - *Human resources to execute existing duties for some local municipalities are already insufficient.*

## Lack of investment in local resources leading to the current state of the agricultural sector

## Inadequate dialogue

- *Intergovernmental communication lacking*
- *Government to the private sector*

# PROJECTED OUTCOME

- **7 years projected timeline for establishing new Gastronomic Centres**
- **Plans of expanding Buff Bay, in Portland as Jamaica's 'Coffee Centre'**
  - *Development of a coffee trail leading into blue mountains*
  - *Encouraging the establishment of a series of cottage industries along the trail*



# PROJECTED OUTCOME

- **Greater collaboration with the accommodation sector**
  - *Between the tourism Ministry, local AirBnb establishments and JHTA*
- **Both side of the economy will benefit from gastronomy however:**
  - *If unchanged, the brand being promoted by Jamaica will be negatively impacted due to*
    - *High price*
    - *Locals harassing tourist*
    - *Inauthentic experiences*
    - *Poor quality accommodations*

# IMPLICATIONS OF THE STUDY

This research opens the room for more ethnographic studies to be undertaken

- *Exploring gastronomy's impact on the small farming sector*
  - *Focus on the available resources or lack thereof for this group*
- *There is the concern of local job losses to expatriates*
- *What is being done to protect the local labour force*

Further studies exploring:

- *Gastronomy's impact on the formal and informal economy*
- *Jamaica's agricultural sector's response to Gastronomy as a tourism driver*
- *How Jamaica has progressed with gastronomy since inception*
- *5 to 10 yr post implementation study*

# CONCLUDING REMARKS

- *Agriculture & Agritourism plays a significant roll in a destination's gastronomy:*
  - *Builds local economy*
  - *Supports several aspect of the tourism industry ranging from*
    - *Provision of food to hotels*
    - *Provides famers with alternate income in the time of low yield*
    - *Grants patrons the opportunity to experience another side of the industry*
    - *Provides employment to local (outside of seasonal work)*
      - » *Morden's corn and apple festival in Manitoba, Canada*
      - » *The Agricultural shows in Jamaica especially the Denbigh and the St Ann Agricultural show.*
      - » *Farmery Brewery in Neepawa Manitoba, Canada*
      - » *The Appleton Estate, St. Elizabeth Jamaica*

# CONCLUDING REMARKS

- **Were the objectives of the study met?**
  - Understand the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of gastronomy/ cultural tourism
  - Understand the meaning of this change in the eyes of the government versus the private sector
- **Did the study answer the research question?**



