Utilization of local food resources as future drivers in Nordic Culinary Tourism
The Icelandic project committee

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Aland Islands, Denmark, Faroe Islands, Finland, Greenland, Norway, Sweden
Iceland’s presidency in the Nordic Council of Ministers
Projects and priorities

Youth in the Nordic Region
- Education for all
- Future Art Generation
- The Child’s First Thousand Days

Sustainable Tourism
- Tourism & Nature Protection
- Digitalization in Tourism
- Local food in Tourism

Ocean Blue-growth in North
- NordMar Ports
- NordMar Plastic
- NordMar Biorefine

Norden.org/norden2019
#norden2019
Twitter.com/IcelandNordicCo
The project
The Project is based on a Future Analytical Report & workshops

Predicting the impact of climate change and consumer behavior on sustainable Culinary Tourism in the Nordic Countries
The objective

To create a comprehensive understanding of consumer preferences and behavior in the changing environment of climate as key drivers in Culinary Tourism...

...in order to evaluate opportunities to advance further value creation in sustainable Culinary Tourism
The outcome

Identify emerging challenges and build awareness on opportunities and inspire food producers, entrepreneurs and sustainable tourism

Support proactive actions in food production, food tourism and food innovation

Provide guidelines for policy recommendations in Culinary Tourism where needed
Why?

Sustainable fisheries and agriculture are prerequisites for national food security, economic development and public health.

How sustainable can each participating country be as a food supplier? Are we reactive rather than proactive in farming, fisheries and Food tourism? How does climate change predictions effect our food strategy/policy making?
Why?

The importance of the Nordic countries as a source of food will most likely increase in the coming years and decades although climate change will effect us as well as other continents.

What are we doing to raise awareness, inspire talent & innovation?
Why?

Consumers/Travellers are strong drivers in the economics of food production and consumer demand

New flight destinations – new target groups – different demand for food, experience and recreation. How interested are our guests in sustainable living? Official policy on Food Tourism?

Iceland: 2 million visitors per year, 7 days average stay and 3 meals/day: 115,000 meals added to the nation’s daily consumption
Why?

Local consumption and discourse are examplary to our foreign guests, shaping their expectations and demand

How do we talk about our own food culture – are we role models in responsible consumption and production?
Research & work methods
A) Analysis of trends and threats affecting Nordic Culinary Tourism

Seeking factors in discourse and environment that indicate changes
Qualified external experts
Nordic definition of Scope and Parameters
Keywords
Methodologies
B) Building knowledge bridges with the Nordics

Raising awareness on shaping the future of food in tourism

To get...
Involvement

Interact directly and indirectly

Learn from the best

Share best practices