

Utilization of local food resources as future drivers in Nordic Culinary Tourism



The Icelandic project committee

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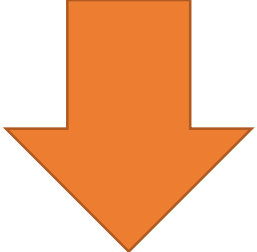
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Nordic Network



Aland Islands,
Denmark, Faroe
Islands, Finland,
Greenland, Norway,
Sweden



Iceland's presidency in the Nordic Council of Ministers

Projects and priorities

[Norden.org/norden2019](https://norden.org/norden2019)

[#norden2019](https://twitter.com/IcelandNordicCo)

[Twitter.com/IcelandNordicCo](https://twitter.com/IcelandNordicCo)

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



The project

A scenic landscape with rolling green hills under a cloudy sky. In the foreground, a dirt path leads through a field of tall, light-colored wildflowers. Two people are riding bicycles away from the camera on the path: an adult with long blonde hair carrying a long yellow object (possibly a surfboard) and a child in a red jacket. Several large, round, green hay bales are scattered in the field. Utility poles with power lines are visible in the distance.

The Project is based on a Future Analytical Report & workshops

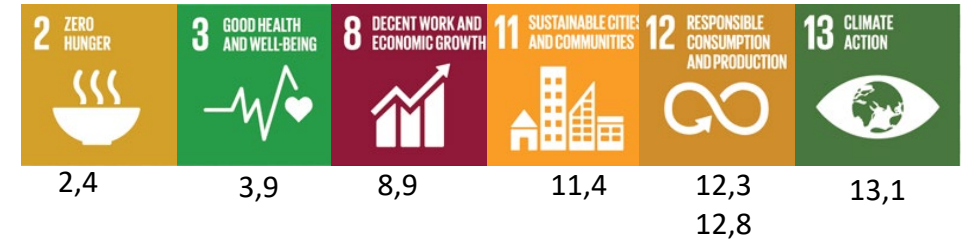
Predicting the impact of climate change and consumer behavior on sustainable Culinary Tourism in the Nordic Countries

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

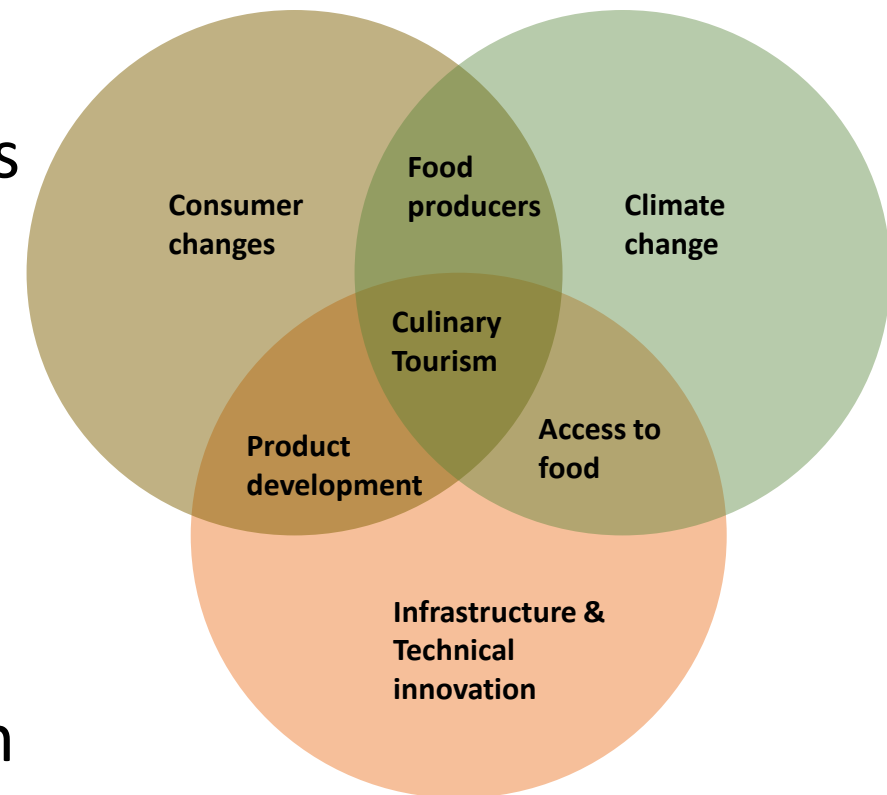
The outcome



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 exemplary 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 practises

