



Gastrocert

Gastronomy
and Creative
Entrepreneurship in
Rural Tourism

Project Summary

Sustainable landscape management in rural areas requires the creation of opportunities that treat landscapes in the context of their historical, cultural and social factors. The growing popularity of gastronomy efforts, as part of broader sustainable tourism development strategies, calls for study of the dynamics between 'heritage', 'tourism' and 'creative entrepreneurship'. This project has two aims, to explore (i) how the development of local gastronomy can help to protect rural heritage values; and (ii) how entrepreneurial culture can enhance locally produced food as a value-added touristic experience. The objectives include understanding the important role that food

plays in cultural identities and promotion of local and regional traditions. The project also emphasizes the significance of local knowledge, skills and practices regarding heritage assets and how experiential journeys through cultural landscapes promote gastronomic tourism. In terms of complementing the aims of the Heritage Plus call, the project will entail high-quality, interdisciplinary and collaborative research that will enhance our understanding of the vitally important role that food plays in cultural identities and the appreciation and promotion of local and regional traditions. Gastronomic heritages - and the associated issues of rural and regional development - are truly interdisciplinary subjects that require appreciation of history, art, landscapes, environmental conservation



Cheese producers in Jämtland, Sweden.

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and social structures.

This project is designed to produce the following outcomes, which includes the direct transfer of study findings to SME's and policymakers:

- Reports on how local markets can be used to preserve and sustain local producers, while maintaining local identity.
- A blueprint for the development of regional gastronomic initiatives that involve SMEs, public bodies and destination marketing organisations.
- A toolkit on how SMEs can communicate the importance of landscapes and traditions through 'narratives'.
- Results synthesised into appropriate documentation and presented to policymakers, to develop a better understanding of how gastro-tourism can contribute to economic development and increased understanding and preservation of gastronomic cultural heritage.

Application and impact

In terms of complementing the aims of the Heritage Plus call, the project will entail high-quality, interdisciplinary and collaborative research that will enhance our understanding of the vitally important role that food plays in cultural identities and the appreciation and promotion of local and regional traditions. Gastronomic heritages - and the associated issues of rural and regional development - are truly interdisciplinary subjects that require appreciation of history, art, landscapes, environmental conservation and social structures. The research will seek to integrate these 'cultural knowledges' and further our understanding of how authentic gastronomic traditions can be managed, interpreted and promoted to create sustainable tourist economies. As discussed below, it will be an explicit aim of the project to engage with SMEs and policymakers through knowledge exchange opportunities.

Coordinator

Gothenburg Research Institute, University of Gothenburg (SWEDEN).

Participants

- Mediterranean University of Reggio Calabria (ITALY)
- University of the Highlands and Islands (UK)
- University of Girona (SPAIN)
- University of Mid Sweden (SWEDEN)

Dates

15/04/2015 - 15/10/2017

Budget

Total project funding: € 634.078,77

Funding awarded: € 552.418,00

Subject area(s)

Gastronomy, Entrepreneurship, Tourism, Rurality, Development



The fish auction in Palamos,
Girona Region, Spain.