Permering for Success



30 min to complete

Six-Module Learning Series





07:40 to complete

Module One: An Introduction to Culinary Tourism

- a. Bridging the Gap Between Food & Drink and Tourism Industries
- b. Culinary Tourism Value Chain
- c. Who are Culinary Tourists?
- d. The Future of Culinary Tourism



05:10 to complete

Module Two: Understanding Partnerships

- a. Definition
- b. Types of Partnerships
- c. Benefits of Partnerships





05:45 to complete

Module Three: Co-Creating Value

a. Eight Forms of Capital



04:00 to complete

Module Four: Creating Strong Partnerships

a. Core Elements





02:30 to complete

Module Five: Partnership Challenges as Opportunities

a. Five Common Challenges



02:00 to complete

Module Six: Conclusion

a. Five Calls to Action



Elevating Canadian Experiences

The Elevating Canadian Experiences Program provides businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.

Partnering for Success: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers





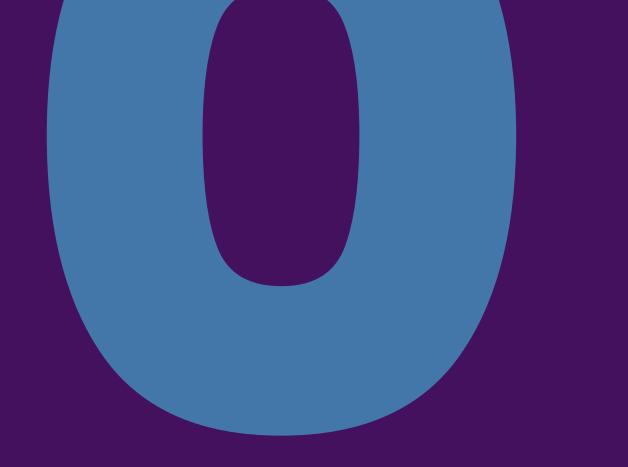
Partnering for Success: Webinar Learning Outcomes

- Explain why partnerships are particularly important to culinary tourism
- Expand upon the breadth of culinary tourism partners, providing examples of the diverse resources that partners may contribute
- Describe the elements that make up a strong culinary tourism partnership, with reference to specific examples
- Recognize the challenges and opportunities associated with culinary tourism partnerships





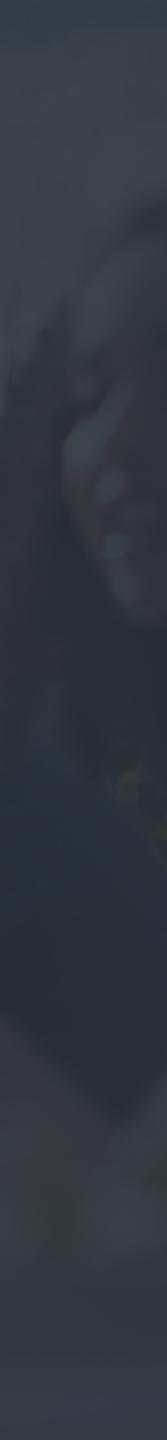
Module One: An Introduction to Culinary Tourism



Intro to Culinary Tourism

Bridging the gap between the

food & drink and tourism industries







Food & Drink



Tourism

Culinary Tourism

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What is Culinary Tourism?

Any tourism experience where a person interacts with food and drink that reflects the local history, heritage, and culture of a place.



There are countless activities and experiences associated with culinary tourism



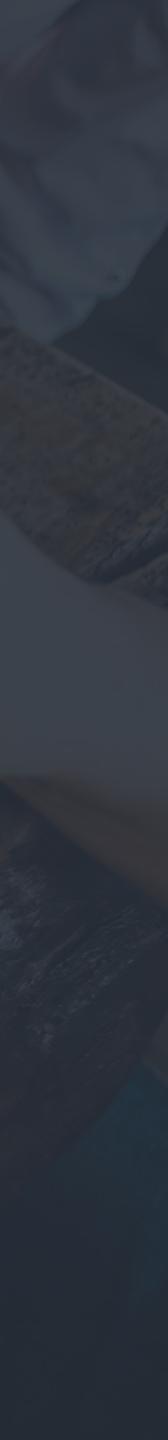
Intro to Culinary Tourism: Culinary Tourism Value Chain



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Intro to Culinary Tourism: Who are Culinary Tourists?

Culinary tourists are visitors who plan their trips partially or totally in order to taste the cuisine of a place.



Intro to Culinary Tourism: Who are Culinary Tourists?

In the end, everybody has to eat.



Intro to Culinary Tourism: The Future of Culinary Tourism

- > Visitors seeking human connection
- Rethinking our food systems
- > Connecting visitors to place
- > Rise of experiential tourism
- > Culinary tourism is multisensory



Intro to Culinary Tourism: The Future of Culinary Tourism

- > Driving trips will be prioritized over flying
- > Local, regional, provincial, domestic, international
- Responding (and communicating) responses) to safety concerns
- Rural and remote destinations seen as safer
- > Outdoor experiences, incl. agritourism in demand



Module Two: Understanding Partnerships



Understanding Partnerships: Definition

...Voluntary and collaborative relationships between various parties...in which all participants agree to work together to achieve a common purpose or undertake a specific task and, as mutually agreed, to share risks and responsibilities, resources and benefits.

> - Partnerships for the Sustainable Development Goals, United Nations

of culinary tourism.

There are seven types of partnerships that are relevant for in the development

Consortium

Joint Venture





Strategic Alliance

Co-operative Marketing



Understanding Partnerships: Types of Partnershi

Value-Chain Relationship

Organization Network



Understanding Partnerships: Types of Partnership





Pool Resources:

Partnering offers the chance to be efficient with the resources you have by either amplifying your effect or reducing your costs.



Fill in the Gaps:

Partnering provides the opportunity for you to receive support in lacking areas such as funding and communications.



Leverage Expertise:

Partnering provides the chance for you to leverage each other's expertise and learn from each other.



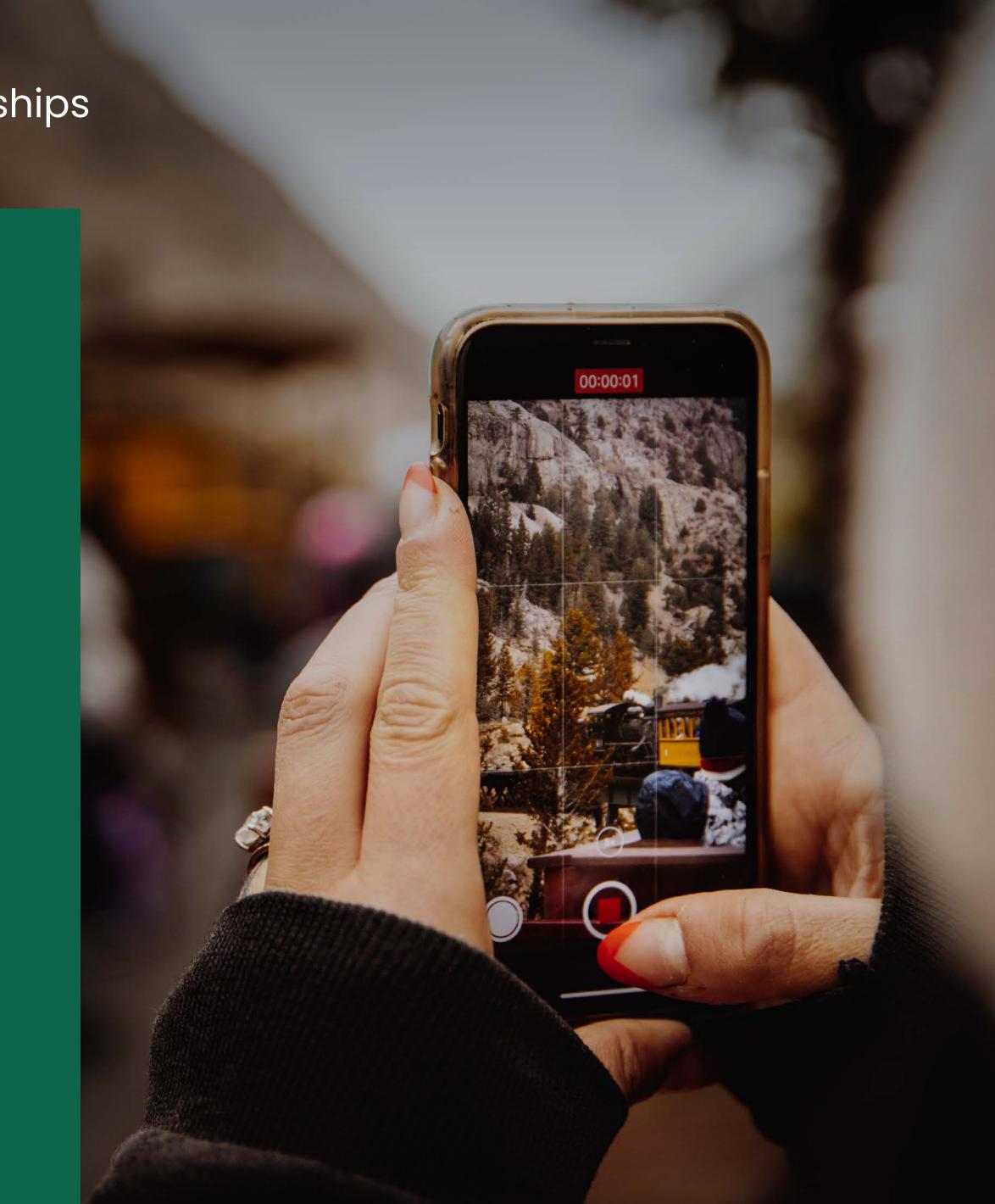
Add Credibility:

Partnering with other businesses or organizations brings credibility to your business.



Increase Awareness:

Partnering offers you the opportunity to increase your brand awareness through collaborative marketing campaign.



COLD BREW \$795/\$965 COLD BREW, BÅNANA, CASHEWS, CACAD FOUDDE, CAUN QUEEN BEE \$625/\$270 ORANGE, BANANA, COCONUT MILK BEE-COLADA \$695/\$840 PINEAPPLE, BANANA, COCONUT MILK STRAW-NANA \$695/\$840 PINEAPPLE, BANANA, STRAWBERRY JURE AN MILK CREEN STRAW-NANA \$695/\$845; STRIMANANA, STRAWBERRY JURE AN MILK

Promote and Facilitate Creativity and Innovation:

Partnering provides the chance for your business to add new value to your offerings through creative and innovative ideas.



Localize Economic Impact:

Partnering at the community level fosters a greater local economic impact by making sure culinary tourism dollars remain in the destination.



Module Three: Co-Creating Value



partners each bring to the table

It's important to identify the forms of capital you're missing and understand the different types of capital you and your potential



Social



Material



Financial





Intellectual

Experiential



Spiritual



Cultural



Module Four: Creating Strong Partnerships





> Clear Goals & Objectives



> Clear Goals & Objectives

> Open Communications



- > Clear Goals & Objectives
- > Open Communications
- Capacity Building



- > Clear Goals & Objectives
- > Open Communications
- > Capacity Building
- > Indicators & Measurements



- > Clear Goals & Objectives
- > Open Communications
- > Capacity Building
- Indicators & Measurements
- > Resourcing



- > Clear Goals & Objectives
- > Open Communications
- Capacity Building

- > Indicators & Measurements
- > Resourcing
- > Planning & Risk Management



Module Five: Partnership Challenges as Opportunities



Partnership Challenges as Opportunities: Five Common Challenges

Building Trust



Partnership Reliability



Partnership Challenges as Opportunities: Five Common Challenges

Partnership Flexibility



Stimulating Innovation and Creativity



Partnership Challenges as Opportunities: Five Common Challenges

PROO

Open Communication



Module Six: Conclusion



Conclusion

Harness the growth potential that partnerships may bring in culinary tourism.

Ask yourself:

- > What partnerships do I currently have?
- > Are there things I can discuss with my partner to improve the partnership?
- > Are there new partnership opportunities I should consider perusing?
- > And is there capital I can offer in a partnership I hadn't considered beforehand?

Conclusion: Five Calls to Action

Identify your current forms of capital

Identify your current partnerships and evaluate their effectiveness



Conclusion: Five Calls to Action

Identify gaps or challenges in your current offerings and services Identify opportunities to address these gaps in your offerings and services



Conclusion: Five Calls to Action

Identify potential local businesses or organizations to partner with

THE W









