



30 min to complete

Partnering for Success

Six-Module Learning Series

webinar

Partnering for Success: Agenda

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

Partnering for Success: Agenda

05:10 to complete

Module Two: Understanding Partnerships

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

02

Partnering for Success: Agenda

05:45 to complete

Module Three: Co-Creating Value

a. Eight Forms of Capital

03

Partnering for Success: Agenda

04:00 to complete

Module Four: Creating Strong Partnerships

a. Core Elements

04

Partnering for Success: Agenda

02:30 to complete

Module Five: Partnership Challenges as Opportunities

a. Five Common Challenges

05

Partnering for Success: Agenda

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



01

Module One:

An Introduction to Culinary Tourism

Intro to Culinary Tourism

A chef in a white uniform is smiling and interacting with a group of people seated at an outdoor dining table. The chef is holding a glass and appears to be pouring or serving a drink. The background shows a blurred outdoor setting with trees and a clear sky. The overall atmosphere is warm and inviting, suggesting a high-quality dining experience.

***Bridging the gap between the
food & drink and tourism industries***

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



**Food &
Drink**

Tourism

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

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.

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

**There are countless
activities and experiences
associated with
culinary tourism**

Intro to Culinary Tourism: Culinary Tourism Value Chain



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



02

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

Understanding Partnerships: Types of Partnerships

A person wearing a white winter jacket, dark pants, and a black beanie is kneeling in a snowy forest. They are positioned next to a large tree trunk, and their hands are near the base of the tree. The background is a dense forest of snow-covered trees.

*There are **seven types** of partnerships that are relevant for **in the development of culinary tourism**.*

Understanding Partnerships: Types of Partnerships

1

Consortium

2

Joint Venture

Understanding Partnerships: Types of Partnerships

3

Strategic Alliance

4

**Co-operative
Marketing**

Understanding Partnerships: Types of Partnerships

5

**Value-Chain
Relationship**

6

Organization Network

7

Outsourcing

Thank You

Understanding Partnerships: Benefits of Partnerships

Pool Resources:

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



Understanding Partnerships: Benefits of Partnerships

Fill in the Gaps:

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



Understanding Partnerships: Benefits of Partnerships

Leverage Expertise:

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



Understanding Partnerships: Benefits of Partnerships

Add Credibility:

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



Understanding Partnerships: Types of Partnerships

Increase Awareness:

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



Understanding Partnerships: Benefits of Partnerships

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.



Understanding Partnerships: Benefits of Partnerships

Localize Economic Impact:

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



03

Module Three:
Co-Creating Value

Co-Creating Value: Eight Forms of Capital

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

Co-Creating Value: Eight Forms of Capital

1

Social

2

Material

Co-Creating Value: Eight Forms of Capital

3

Financial

4

Living



Co-Creating Value: Eight Forms of Capital

5

Intellectual

6

Experiential

Co-Creating Value: Eight Forms of Capital

7

Spiritual

8

Cultural

04

Module Four:
**Creating Strong
Partnerships**

Creating Strong Partnerships: Core Elements

➤ Clear Goals & Objectives



Creating Strong Partnerships: Core Elements

- Clear Goals & Objectives
- **Open Communications**



Creating Strong Partnerships: Core Elements

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



Creating Strong Partnerships: Core Elements

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



Creating Strong Partnerships: Core Elements

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



Creating Strong Partnerships: Core Elements

- Clear Goals & Objectives
- Open Communications
- Capacity Building
- Indicators & Measurements
- Resourcing
- **Planning & Risk Management**



05

Module Five:

Partnership Challenges as Opportunities

Partnership Challenges as Opportunities: Five Common Challenges

1

Building Trust

2

**Partnership
Reliability**

Partnership Challenges as Opportunities: Five Common Challenges

3

**Partnership
Flexibility**

4

**Stimulating
Innovation and
Creativity**

Partnership Challenges as Opportunities: Five Common Challenges



5

Open
Communication

065

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

1

**Identify your current
forms of capital**

2

**Identify your current
partnerships and evaluate
their effectiveness**

Conclusion: Five Calls to Action

3

**Identify gaps or challenges
in your current offerings
and services**

4

**Identify opportunities to
address these gaps in
your offerings and
services**

A background photograph of a coffee shop scene. On the left, an older man with a grey beard and a straw hat holds a white coffee cup. On the right, a young man in a grey t-shirt and a dark apron with a red strap is handing a white coffee cup to him. The background is filled with other people and coffee-making equipment, creating a busy, community atmosphere.

Conclusion: Five Calls to Action

5

**Identify potential local
businesses or organizations
to partner with**

Thank you

