# Permering for Success



30 min to complete

Six-Module Learning Series

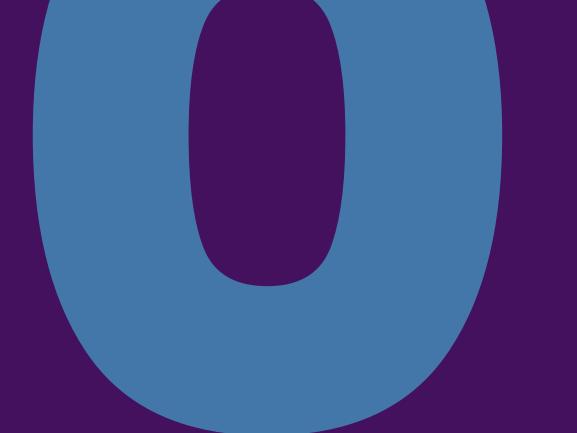




07:40 to complete

# 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





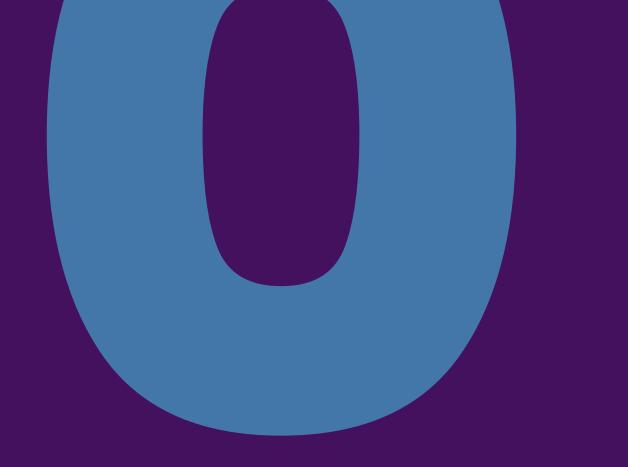
### Partnering for Success: Webinar Learning Outcomes

- 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





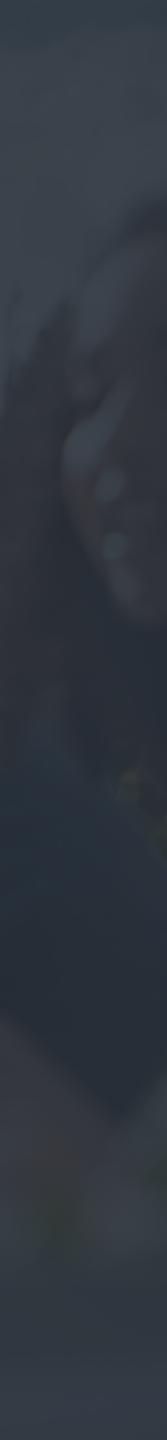
# Module One: An Introduction to Culinary Tourism



### Intro to Culinary Tourism

# Bridging the gap between the

food & drink and tourism industries







# Food & Drink



# Tourism

# **Culinary Tourism**

 $\bigwedge$ 

# 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



© Culinary Tourism Alliance

### 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.



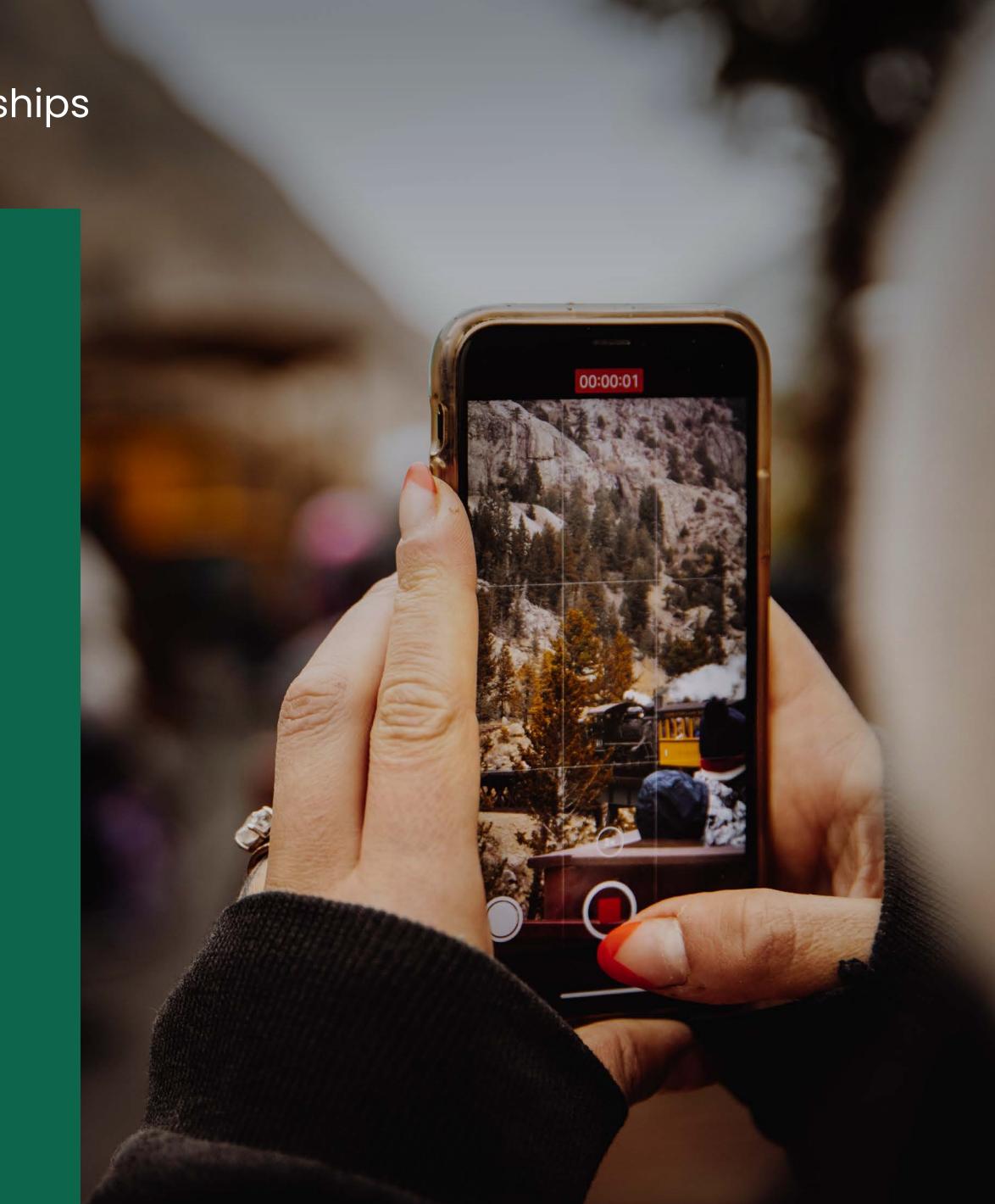
# **Add Credibility:**

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









