

Promoting Local Products and Gastronomy

Culinary Heritage can be considered as a strong attractive to develop local tourism.

The aim of this guide is to create and to implement a coordinated policy, a legal framework and a strategy for the safeguarding and promotion of Local Culinary Heritage with community involvement and participation that could be used as reference for other regions across the European Continent.



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The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention.

EUR 302 million is available for project funding, but more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

CHARTS is Regional Initiative project focused on the role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies.

This Leaflet aims to regional and local authorities, destination management authorities, destination agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, EU institutions, international bodies and other interests.



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Engaging Culture and Heritage for Sustainable Tourism Development

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Issues of Local Products and Gastronomy

The promotion of the local products and gastronomy heritage is a great opportunity for food tourism and regional development, generating job and incomes for local communities and improving the quality of the destination and then the visitor satisfaction.

For that, it is necessary, among other:

- ★ Develop quality criteria for product, recipes and preparations
- ★ New strategies and approaches: tradition and innovation
- ★ Work with Museums and Heritage Interpretation Centres related to gastronomy and food production



KEY Knowledge

1. Develop an Inventory of culinary heritage, recipes, local products and producers

2. This inventory can be used by the producers and restaurants in the region or tourism destination

3. Make a monitoring of the use of the inventory to improve the quality of the gastronomic offer in the region

Policy Implications

- ★ Promotion of a transversal and inter-sectorial action to coordinate policies, a legal framework and a strategy with actions to develop and implement a Safeguarding Management Plan for culinary heritage
- ★ Involving markets, museums and heritage preservation centres as a focus open to community to know the project
- ★ Ensuring project continuity by consolidating a staff unit, working groups and searching for external support

Recommendations

Develop scientific work to document the Culinary Heritage of the region or destination

Follow key documents and recommendations developed by international organisations as European Union, UNESCO, or Council of Europe

Involve producers, cooks, associations, museums and heritage preservation centres. In wide sense, the local community

