

EUROPEAN STRATEGIES & BEST PRACTICES IN CULINARY TOURISM

Insights from Austria, Finland,
France, Germany & Slovenia



Why Culinary Tourism Matters?



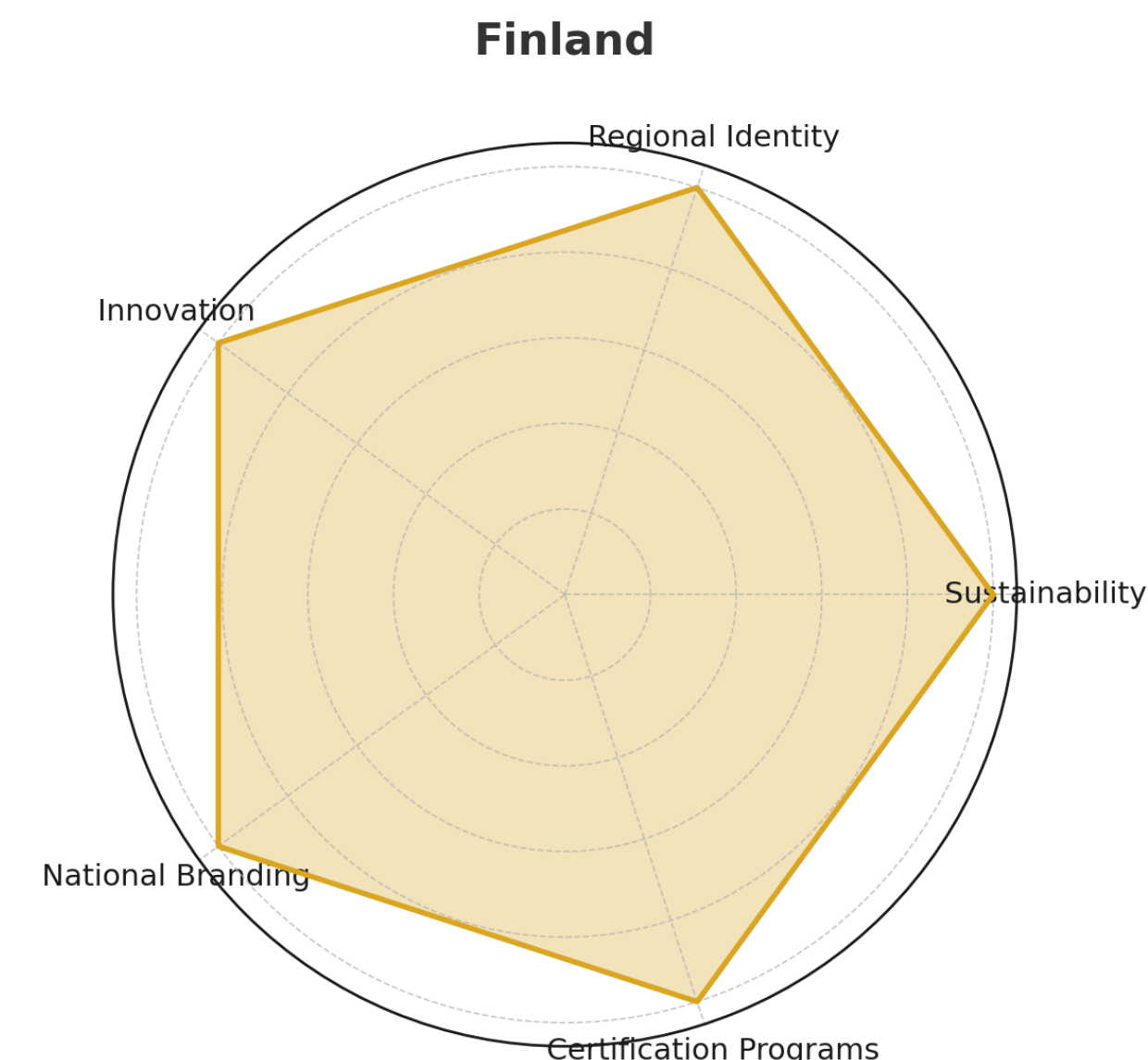
- ✱ Culinary tourism bridges culture, economy, and sustainability
- ✱ Strengthens local identity and rural resilience
- ✱ Attracts high-value, experience-seeking visitors
- ✱ Enhances national branding

Finland - "Hungry for Finland" 2024-2028

Its national culinary tourism strategy, "Hungry for Finland," promotes sustainable, creative, and all-year-round tourism. It focuses on:

- 1. Wild, local, and organic products.**
- 2. Regional storytelling and culinary identity.**
- 3. Use of AI, VR/AR, and multi-sensory experiences.**
- 4. National cooperation networks and data-driven tourism development.**

It directly links culinary tourism with wellness, outdoor activities, family travel, and even the LGBTQ+ market. This strategy is backed by annual competitions, regional food trails, and educational tools for entrepreneurs.

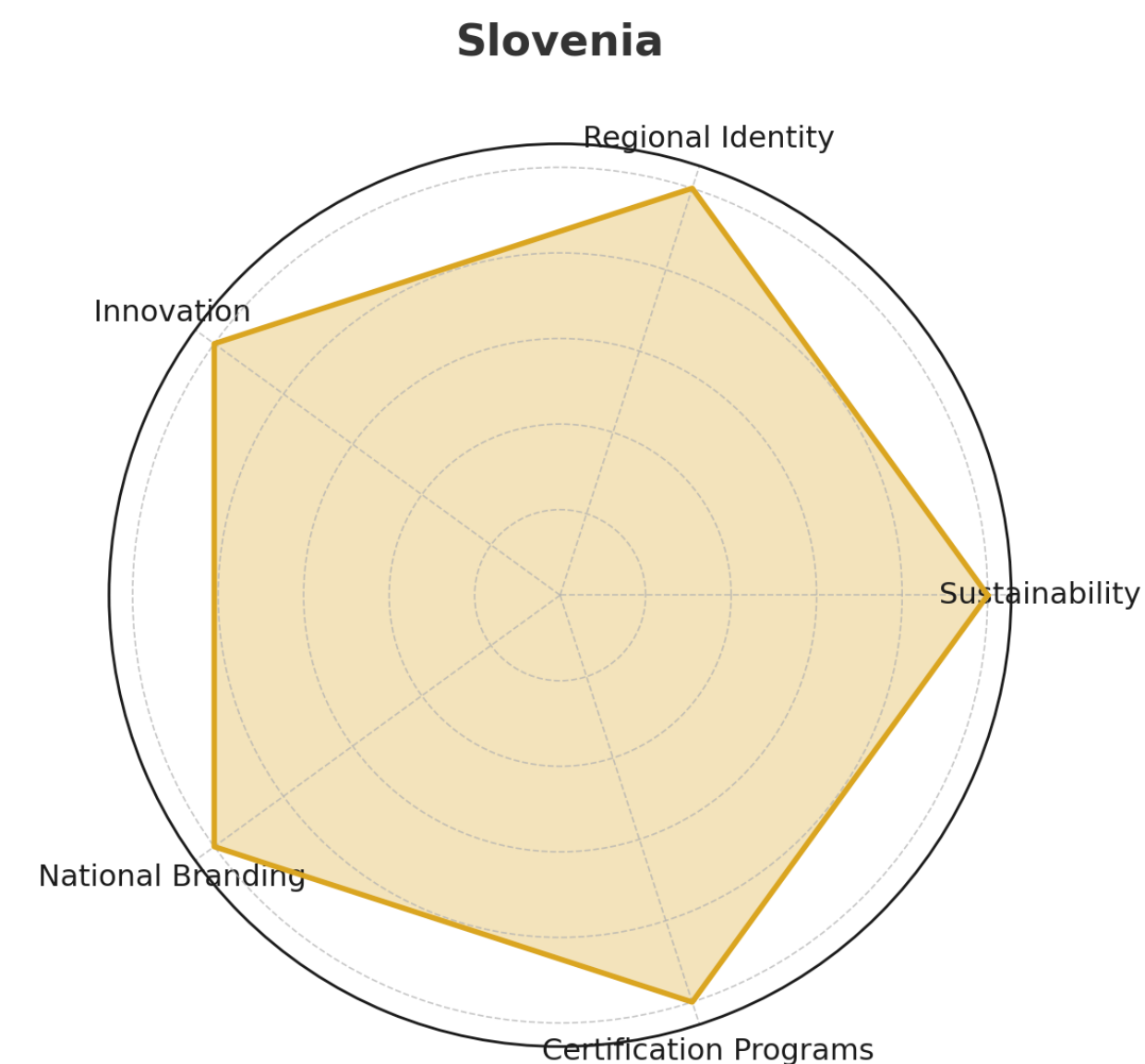
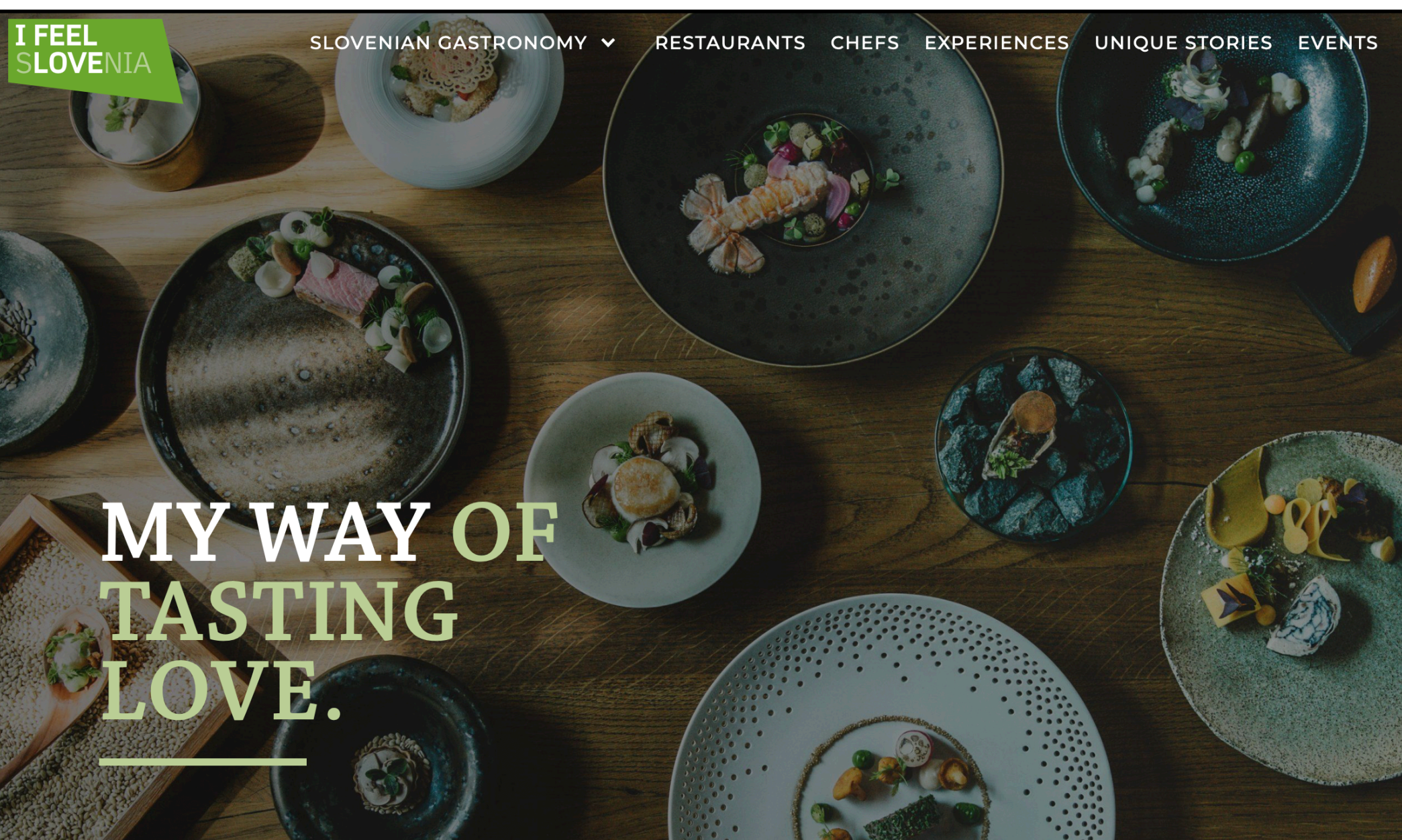


Slovenia - "Taste Slovenia" 2022-2028

In Slovenia, culinary tourism is seen as a premium segment that supports local food chains and elevates national branding. The government has integrated it into:

- 1. Investment in boutique food and wine experiences.**
- 2. The "Slovenia Green Cuisine" certification for sustainable gastronomy.**
- 3. Promotion of authentic food rooted in traditional recipes with modern flair.**

With international recognition and awards, Slovenia positions itself as a green, boutique destination for discerning travellers.



Germany – National Strategy 2024

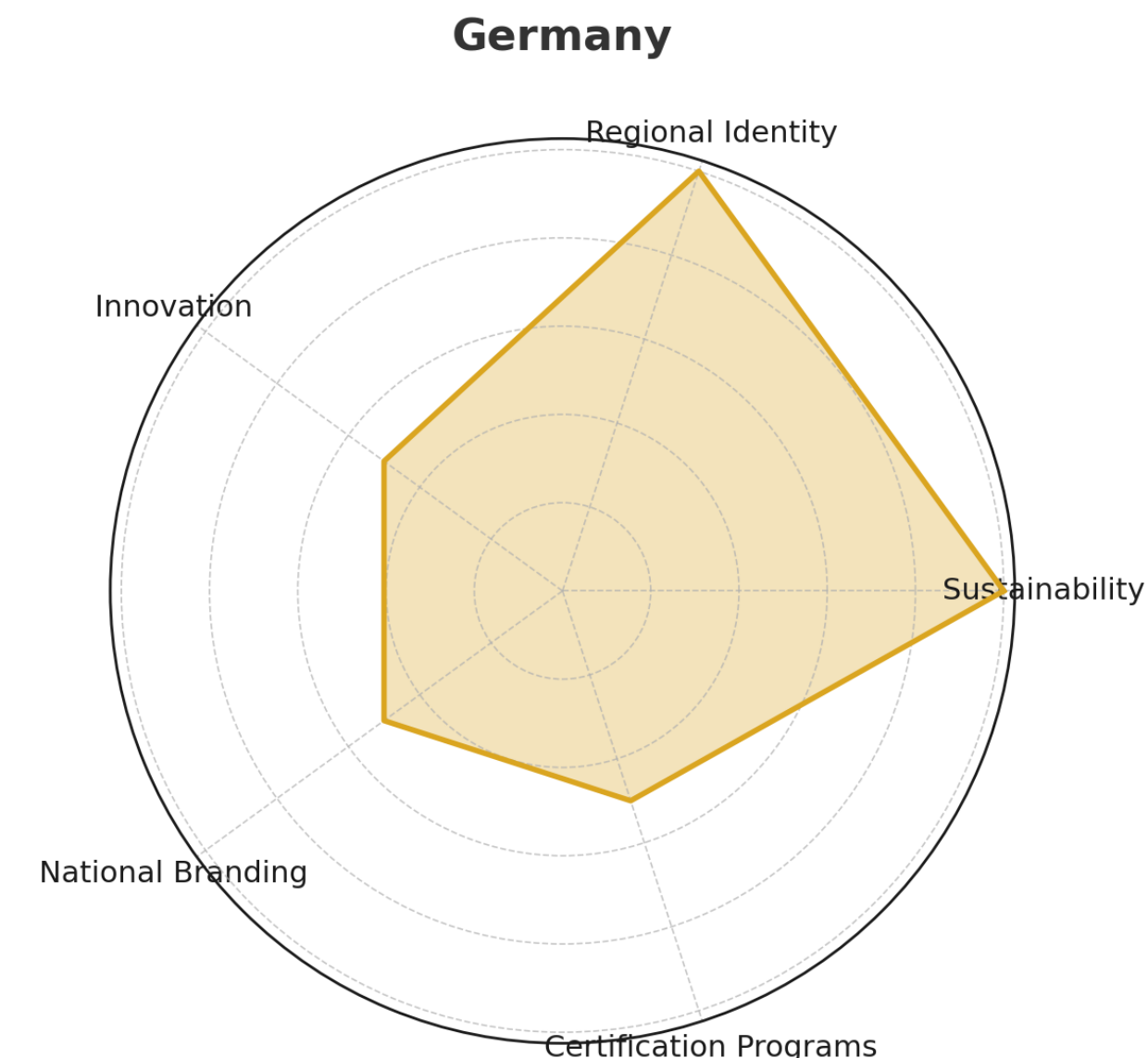
Germany includes culinary tourism as part of its sustainability strategy, emphasising:

- 1. Regional culinary diversity.**
- 2. Growth in Michelin-starred restaurants, especially those with green stars.**
- 3. Support for regional destinations like Baiersbronn and Saarland as food tourism hubs.**

Their strategic goal: climate neutrality in tourism by 2045.

Tourismus nachhaltig gestalten

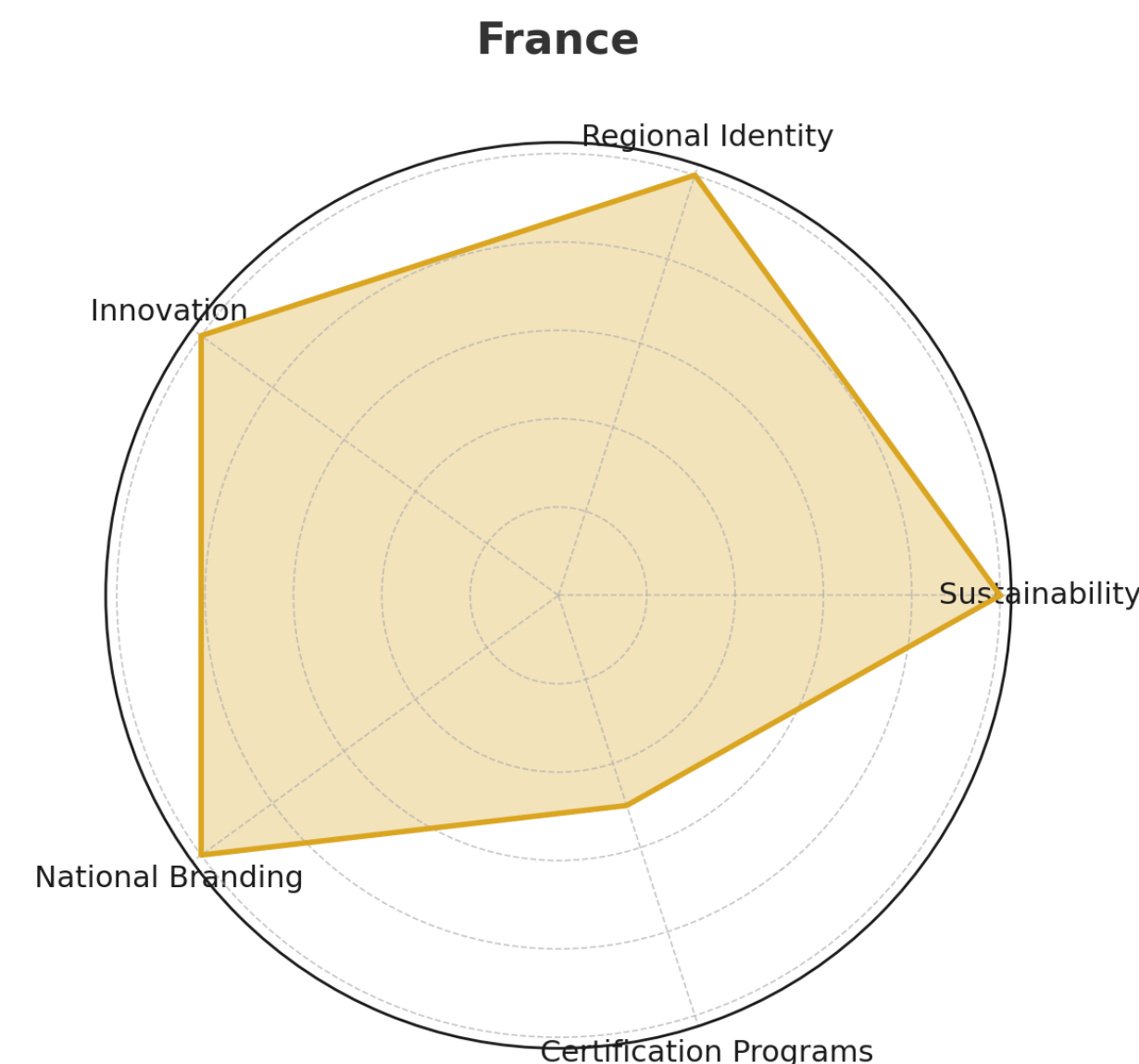
Nationale Tourismusstrategie – Arbeitsprogramm der Bundesregierung 2024



France – “Destination France” Plan 2021

France’s plan focuses on gastronomy as a national soft power asset, combining sustainability and luxury. The strategy includes:

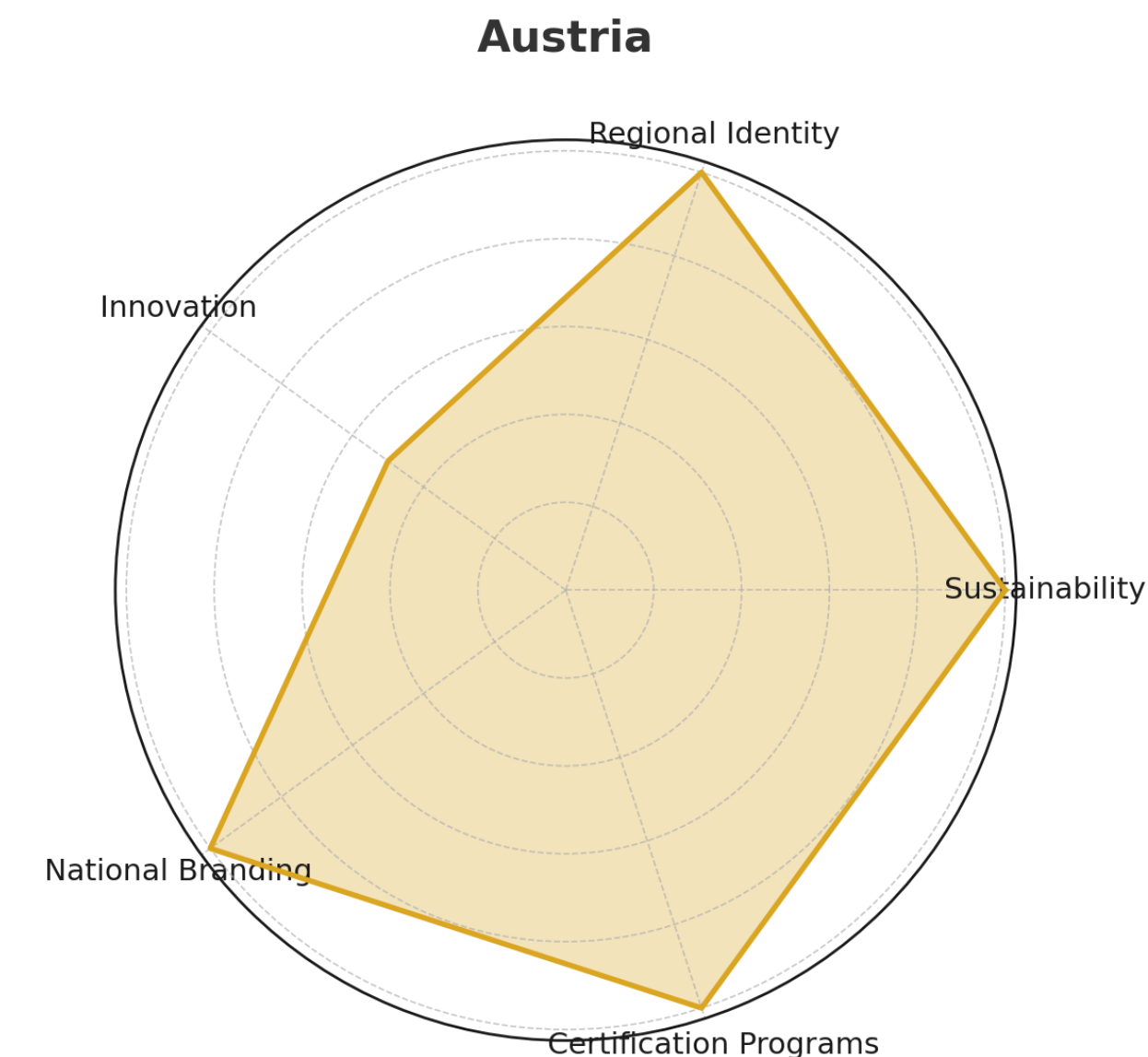
1. 1.9 billion euros in sustainable tourism investments by 2030.
 2. Strong support for rural, slow, and agro-tourism experiences.
 3. Culinary festivals, farm stays, and food-based heritage education.
 4. Programs to educate young chefs and initiatives like the “Cité de la Gastronomie.”
- The branding effort “Taste France” promotes French culinary identity globally, via social media, food fairs, storytelling, and the magazine Taste France.



Austria – "Genuss Region"

1. 3600+ officially recognised culinary "points".
2. Certification "AMA GENUSS REGION" for transparency and origin.
3. Integration of agriculture, tourism, and sustainability in local supply chains.

This initiative links rural producers directly to tourism experiences, fostering pride and competitiveness.



Key Takeaways Across All 5 Countries

- * Sustainability is a core principle - through ecology, local sourcing, and cultural responsibility.**
- * Culinary identity boosts national branding - through storytelling, regional development, and local pride.**
- * Innovation matters - digital tools, immersive experiences, and product development are integrated.**
- * Partnerships and education are critical - uniting public, private, and academic sectors.**
- * Culinary tourism is a full-spectrum tool: Branding, Education & Exports**



Italy Strategic Culinary Foundations	Spain Basque Culinary Center	Netherlands Alliance Gastronomique	Adriatic-Ionian Region EUSAIR & Mediterranean Diet
Strong PDO/PGI and DOC/DOCG systems preserve culinary identity	Leading university-industry model for gastronomy R&D and innovation	Established in 1967 to elevate culinary standards	Uses Mediterranean Diet as a flagship tourism and health strategy
'Borghi più belli d'Italia' initiative connects village charm with local food heritage	Located in San Sebastián, it anchors culinary education and creative gastronomy	Acts as a seal of excellence among top-tier restaurants in the Netherlands and Flanders	Encourages short food chains, agri-tourism, and local culinary heritage
Slow tourism principles support authentic and sustainable food travel	Collaborates internationally with chefs, researchers, and policy makers	Supports chef development and heritage cuisine promotion	Practical outputs include Gastro-Tourism Handbook for destination managers

Culinary Heritage Certification System



Certification Assessment Based On

- ✳ Culinary Heritage Preservation
- ✳ Sustainability and Local Sourcing
- ✳ Quality and Authenticity
- ✳ Community Engagement
- ✳ Transparent Operations
- ✳ Innovation in Tradition

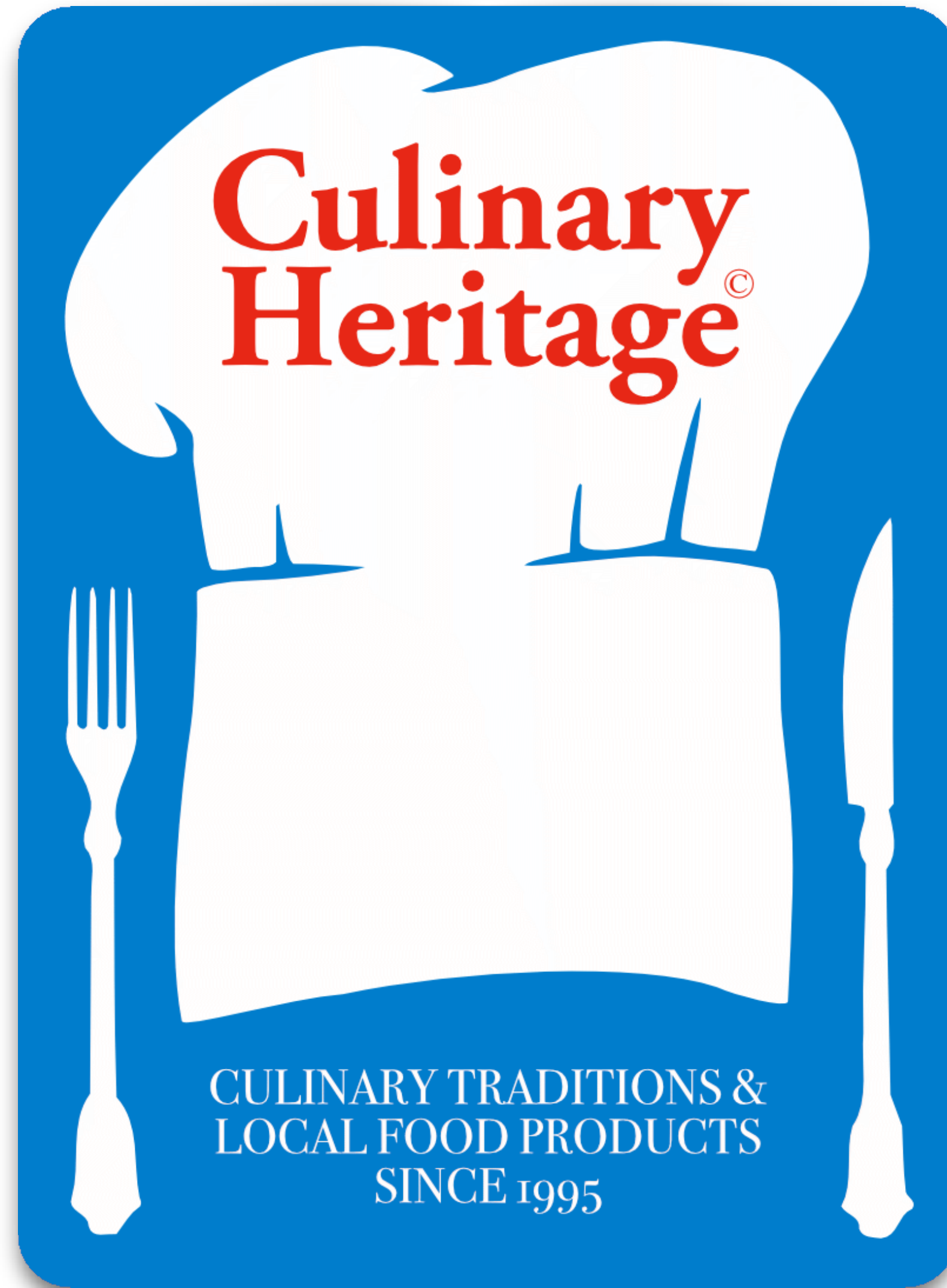


"Investing in culinary tourism is investing in culture, people and place. These European models show us how it can be done with purpose and precision."

Niclas Fjellström, Dwór Skrzynki



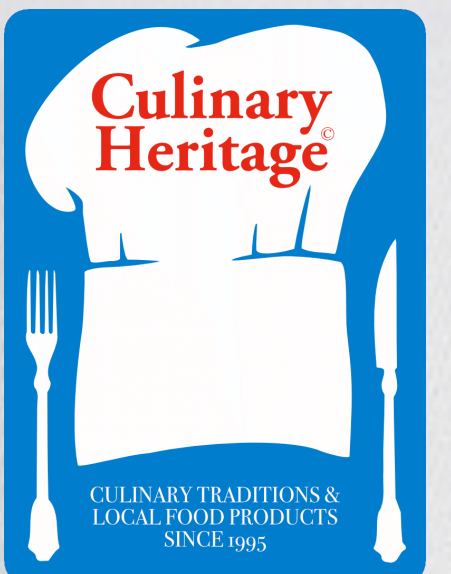
100% of travellers eats & drinks
– but the smartest destinations turn it into a memory!



www.culinaryheritage.net

A close-up photograph of a gourmet dish being plated. A silver spoon is positioned at the top, pouring a thick, golden-brown sauce onto a piece of seared meat on a light blue ceramic plate. The dish is garnished with various vegetables, including corn, asparagus, and small round vegetables, along with a delicate red lace-like garnish. The background is a plain, light grey surface.

Culinary Heritage Certification System **Values & Indicators**





Culinary Heritage Preservation

"Tradition Matters, Roots Retained"

Celebrating and safeguarding regional culinary traditions, ensuring their continuation for future generations.



Sustainability and Local Sourcing

"Think Local, Act Green"

Promoting eco-friendly practices and prioritising locally sourced ingredients to support the environment and local economy.



Quality and Authenticity

"Excellence You Can Taste"

Ensuring high standards in culinary offerings, reflecting genuine flavours, traditional methods and honest practices.



Community Engagement

"Connecting Through Food"

Strengthening ties within the community by supporting local producers, artisans and culinary artisans.



Transparent Operations

"Open Practices, Earned Trust"

Fostering trust with clear, ethical and honest business practices that prioritise integrity and accountability.



Innovation in Tradition

"Evolving Heritage"

Merging tradition with creativity, finding new ways to honor and elevate regional culinary heritage to new heights.