Exploring Potentials for Culinary Tourism through a Food Festival: The Case of Thessaloniki Food Festival

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Summary/Abstract: This paper seeks to conceptualize the way Thessaloniki is promoting culinary tourism, whilst supporting and building upon local networks; engaging and co-creating an urban experience with its citizens and visitors. The aim of the paper is to suggest a potential framework that can be used as a strategic planning tool for the promotion of culinary tourism in Thessaloniki. To this end, a food festival is being investigated. This has been conceived by the organizers as the foundation of the idea.
Food and wine enthusiasts that enjoy exploring new destinations can indulge in the best of both worlds with a culinary tourism travel package. Culinary tours, food and wine events, and foodie competitions give travelers a chance to visit a new destination and sample local or regional cuisine. Whether the trip involves ... Culinary tours, food and wine events, and foodie competitions give travelers a chance to visit a new destination and sample local or regional cuisine. Whether the trip involves an opportunity to learn new cooking techniques or attend food and wine tastings, a culinary adventure can be a welcome change from the standard travel itinerary. History. The most common name is food tourism, culinary tourism, cuisine tourism, gourmet tourism, food and wine tourism, food and beverage tourism, rural tourism, cuisine travel, urban tourism, gastronomy tourism, and taste tourism, which all include the idea of travelling to experience and taste food products (Henderson 2004 cited Smith 2007). Culinary tourism includes a large variety of activities such as food festivals, seasonal harvests. The potential of food tourism for a destination slowly became more observed. Aside from the basic need of tourists to eat and drink the comprehension that culinary art has way more potential is growing.