

Model for Corporate Social Responsibility in Food Tourism

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Food Tourism



- **Hall&Sharples:**

- *Experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.*

- **UNWTO:**

- *gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy.*

- **World Food Travel Association**

- *Demand and the pleasure of unique and unforgettable experiences with food and drinks, far and near.*

Food Tourism

- Food tourism is tourism that primary or secondary tourist attraction is the food and / or technology for its production or processing.
- While under tourism should be understood: "travel outside the permanent residence for a period of less than one year for holiday, business or others." As the definition published by the World Tourism Organization (WTO) gained wide popularity in recent

Typology of Food Tourism

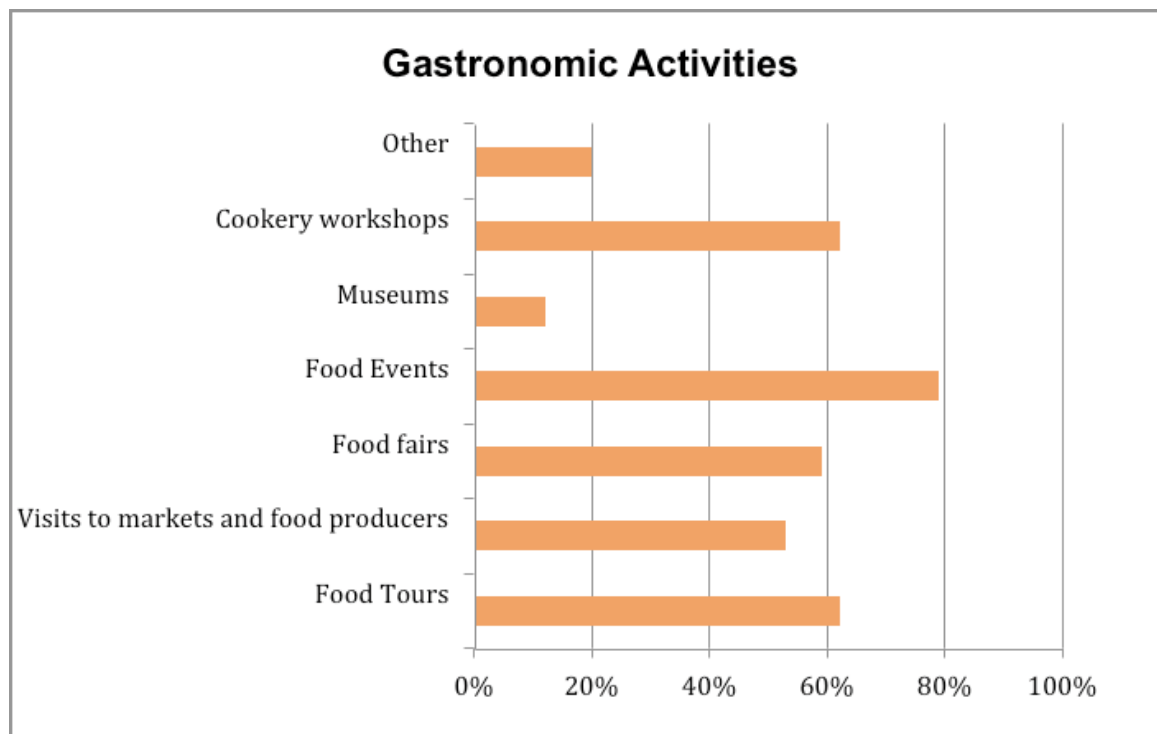
- According the type of the food

- - gourmet
- - authentic local
- - organic



Typology of Food Tourism

- According the type of activity



Source: UNWTO, 2012

The fastest growing sector the Travel Industry



Source: World Food Travel Association, 2013

Corporate Social Responsibility

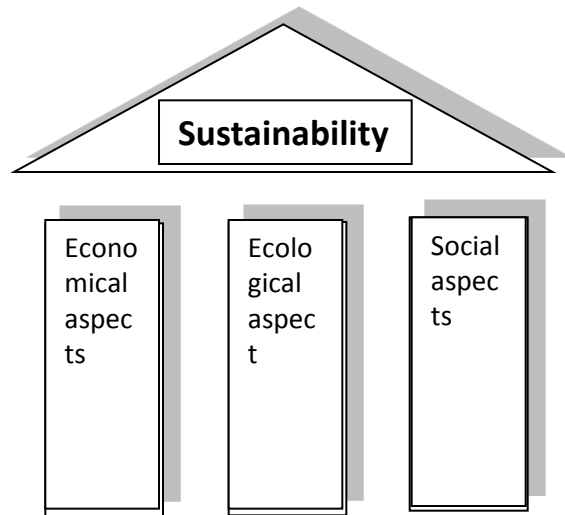


Figure 1: The three-pillar model sustainability. (Kirstges 2003)

European Commission (2001) - "A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. ."

European Commission (2011) - "The responsibility of enterprises for their impacts on society."

CSR in Tourism



- Increasingly tourism asking questions such as:
 - What remains in the destination country after the end of the season?
 - What are the environmental changes caused by tourism?
 - Were taken into account in the planning of tourism products environmental resources such as water and land?
 - Were calculated such wages in the destination country, to enable these people to live well?

CSR in Food Tourism



- But...what is sustainable food tourism?
 - **Environmental aspects:** care about the basic resources, trying not to exert undue pressure on the ingredients and ecosystems, concern for environmental protection.
 - **Social aspects:** providing its employees a working environment that is lawful and appropriate for carrying out their tasks. Ensuring fair wages;
 - **Economic aspects:** improving living standards.

Model for CSR in Food Tourism



- Main goal: creating conditions for sustainable tourism and enhance the competitiveness of tourism enterprises.
 - How?
By creating opportunities for tourism companies to integrate CSR practices into business actions.
 - How?
By creating opportunities for increased use of local products in the development of tourism products .
 - How?
Through the creation of intermediary bodies which contribute to facilitating and intensifying the relationship between producers of local produce - resources and producers of tourism products .
- and
- Disclosure of local foods and local food tourism products

Intermediate body for local food

Local food producers:

- Local food producers (farmers, meat, dairy, etc.)
- Local beverages producers (alcoholic and non-alcoholic)



Regional Food Tourism Hub



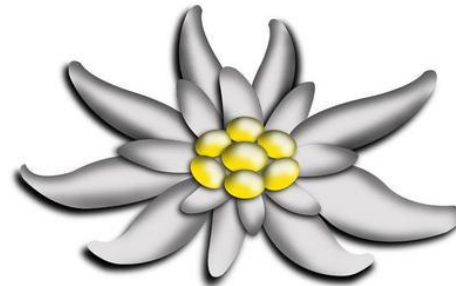
Consumers:

- Hotels
- Restaurants
- Tour operators
- Travel agencies
- Tourists
- Other






Disclosure of CSR

- Importance of the disclosure
- How should this model disclosure the CSR?



Index of RFTH (S)

Index	Legends
$S = \frac{\sum_{t=1}^y C_t}{xy}$	<p>S – Index of RFTH C – the amount for cost for local foods X – number of seats in the restaurant Y – period, in days</p>
$s = \frac{\sum_{t=1}^y C_t}{Cy}$	<p>S – Index of RFTH C – the amount for cost for local foods X – amount for all costs in the restaurant Y – period, in days</p>

Index	Disclosure	Legends
$S = 0 \div R$		R – voluntarily chosen coefficient
$S = R \div 2R$		
$S = 2R \div 3R$		

Benefits

- • **Environmental benefits:**
- resulting from the application of environmentally friendly production methods in harmony with the local natural resources, including but not limited to organic production; reduce emissions due to the limited transportation of food; more friendly tillage practices in the use of small equipment and more.
- • **Social benefits:**
- more and better employment opportunities for local people; promoting the acquisition of new knowledge and skills; promote social contact between people from urban and rural areas, more opportunities for cooperation. In the short term positive impact on the health of consumers through consumption of healthy products (more vitamin composition and nutritional value of this products)
- • **Economic benefits:**
- getting a fair price; the introduction of new funds into the local economy, increasing the income of small producers, thus raising their standard of living, construction and maintenance of local markets and shops synergies in appropriate combination with tourism initiatives; preserve and restore the vitality of the area.

Final words

- The proposed model does not claim to scientific merit and represents a conceptual framework. Forthcoming empirical studies and analyzes to justify increased competitiveness of both companies and at a regional level through the application of the model and achieving sustainable tourism.



Main goal

- The model aims to create favorable conditions to sustainable growth and employment generation in the medium and long term..

Thank you for the attention!

