

Food Tourism



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Benguet State University



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1st International Conference on **Food**, **Environment** and **Culture**

“Fostering International Cooperation for Sustainable
Development through Multidisciplinary RDE”

Hotel Supreme, Baguio City, Philippines
May 15-18, 2017



SUSTAINABLE DEVELOPMENT GOALS



How can we end hunger?

GOAL 2: ZERO HUNGER



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

By Ma Rosalie Abeto Zerrudo, College of Technology/CLASE, University of San Agustin

Food as a Human Issue...

Understanding responsible food tourism requires reflections on issues that relate to food security, nutrition and sustainable agriculture.

Food is a human issue.

The actions of every individual on the planet reflect the state of being, the common core values of a community.

How can we end hunger?



黄金の稲穂が



Life changing stop-overs



Travel is not comfortable...



But rewarding...



Finding my roots...



Finding where I belong...



Maybe finding out how coconut
grows...



*Travel is
not leaving...
Not buying...
Not consuming.*





Bill Gango '12



AKLAN

CAPIZ

Visayan
Sea

ANTIQUÉ

ILOILO

ILOILO CITY

NEGROS
OCCIDENTAL

GUIMARAS



i am

MIAMI



I  LOLLO







Culture...



2002

“Sining at Kultura, makakain ba yan?” (Arts and Culture, can it feed hungry stomachs?), to which Cultural Center of the Philippines President Nestor Jardin eloquently replied, “Hindi po, pero ito ang bubuhay sa atin” (No, but this will keep us alive).”

Culture of Excellence

I WILL CARRY THE CROSS ON MY SHOULDER
AS THE LORD HAS CARRIED HIS CROSS UP TO THE HILL

*...the heritage
of the quality of
the world.*

Andre Malraux



IDENTITY

- rediscovery of my own cultural resource
- rediscovering my purpose, and
- my relationship with my community
- finding my own cultural roots is the basis of identity redefined.
- Filipino ingenuity rekindled my cultural pride

Culture

I WILL CARRY THE CROSS ON MY SHOULDER
AS THE LORD HAS CARRIED HIS CROSS UP TO THE HILL

Filipino Psychology



I WILL PLANT MY CROSS AS THE LORD HAS
PLANTED HIS CROSS ON THE HILL

*Ang pamana ng
kagalingan...*

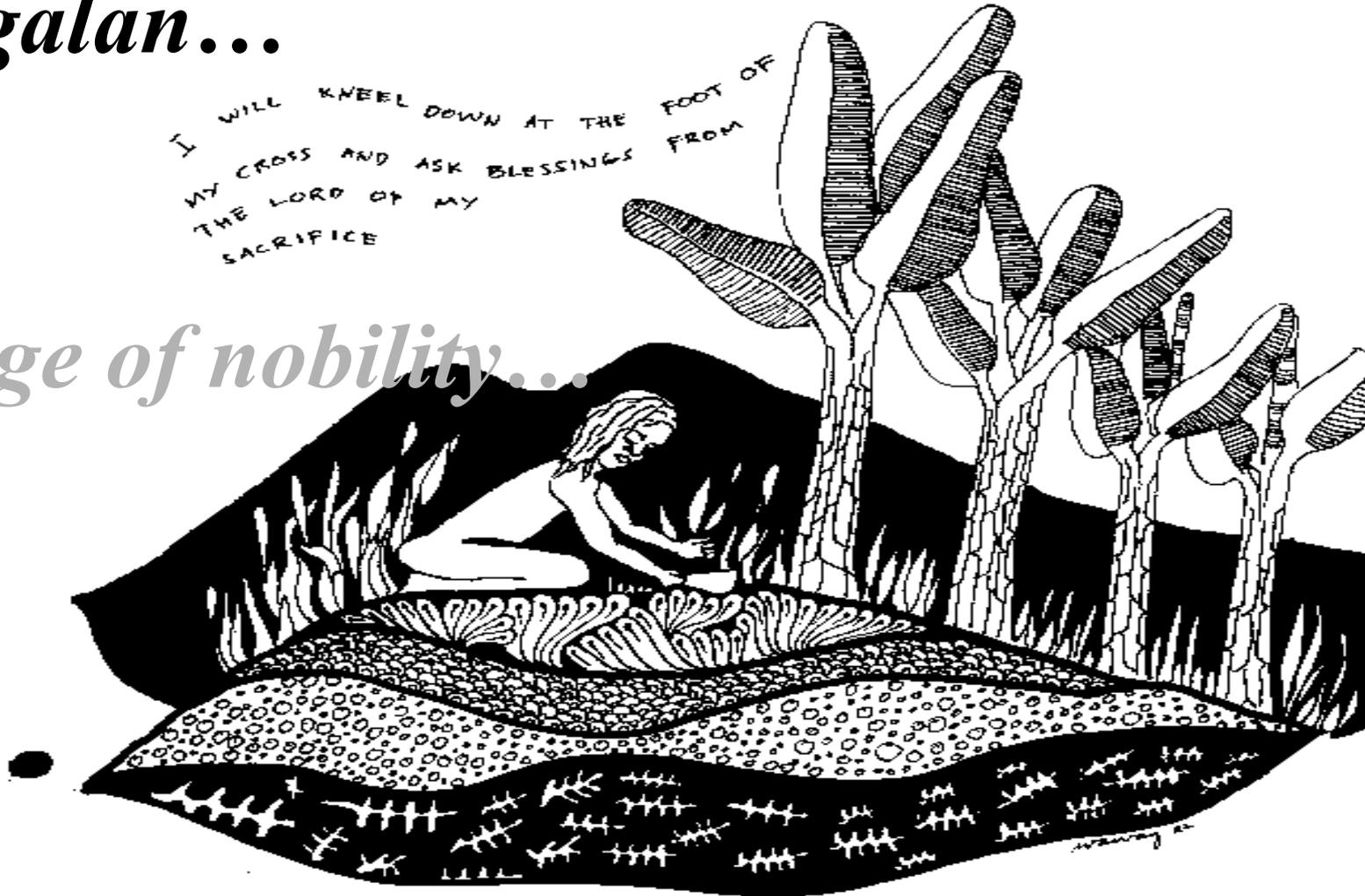
*Capability for
excellence...*



*Ang pamana ng ating
karangalan...*

I WILL KNEEL DOWN AT THE FOOT OF
MY CROSS AND ASK BLESSINGS FROM
THE LORD OF MY
SACRIFICE

Heritage of nobility...



SCHOOLS OF LIVING TRADITIONS

Under the NCCA's program for the **Conservation of Cultural Heritage-Preservation and Protection of Intangible Heritage**

UNESCO declares that there are two approaches to preserve cultural heritage:

- one is to record it in a tangible form and conserve it in archives;
- the other is to preserve it in a living form by ensuring

INTANGIBLE HERITAGE (UNESCO)

Masterpieces of the Oral and Intangible Heritage of Humanity

In Asia, UNESCO honored six masterpieces, among them, the Hudhud chants of the Ifugao of northern Luzon (18 March 2001). The Maranao epic chant, the Darangen, was also proclaimed as another Philippine masterpiece of oral and intangible heritage of humanity (November 25, 2005).

Panay (Bukidnon) has the longest epic chant in the Visayas, the Sugidanon in Dendina language.

NATIONAL LIVING TREASURES

- Indigeneous/traditional**
- Exemplary**
- Mastery**
- Superior**
- Handed down to community**
- 50 years of practice**
- Significant body of works**

Culture is a collection of abilities that a community can use to upgrade itself!



FEDERICO CABALLERO – EPIC CHANTER – PANAY BUKIDNON

Culture Bearers

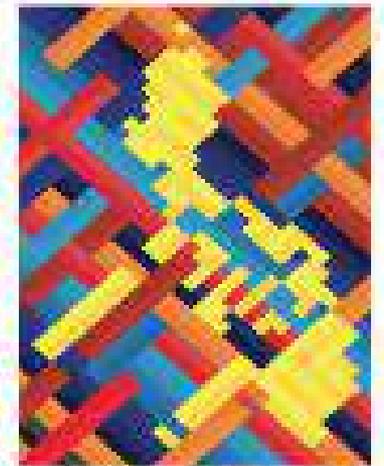
The Filipino Living Treasures



Global Tourism

- **In 2010, 940 million tourists crossed international borders**
- **amounted to US\$ 919 billion**
- **Tourism represents 30% of the world's exports of services (US\$ 1 trillion a year)**
- **45% of the total services exports in developing countries**

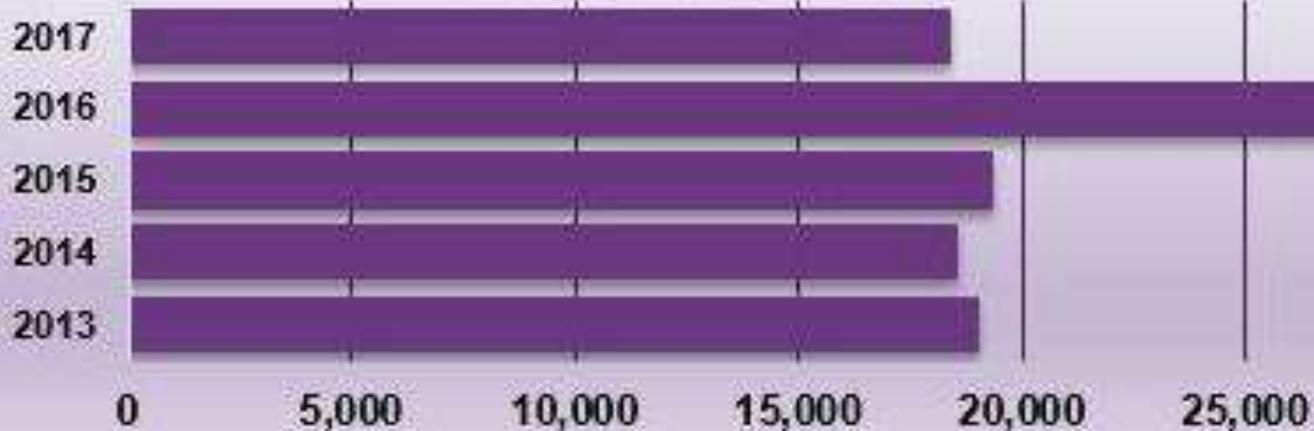
It's more fun in the
Philippines



<http://www.tourism.gov.ph/pages/industryperformance.aspx>

FEBRUARY 2017

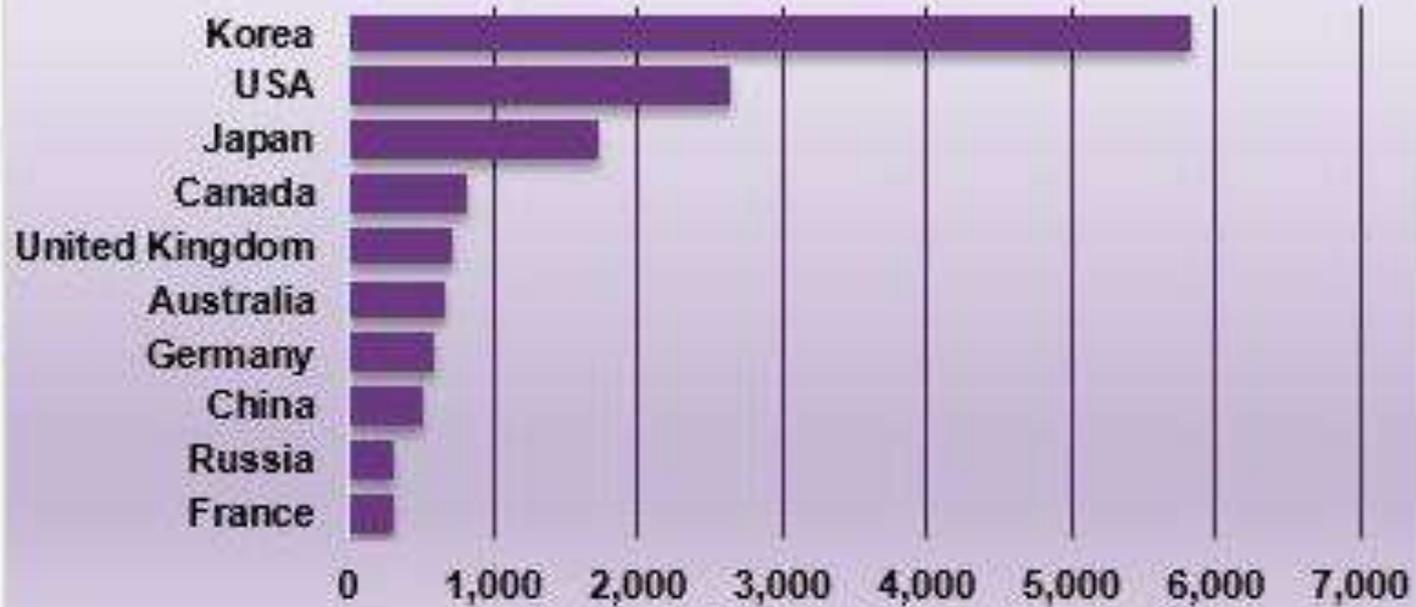
Visitor Receipts (in Million PHP) February 2013 - 2017



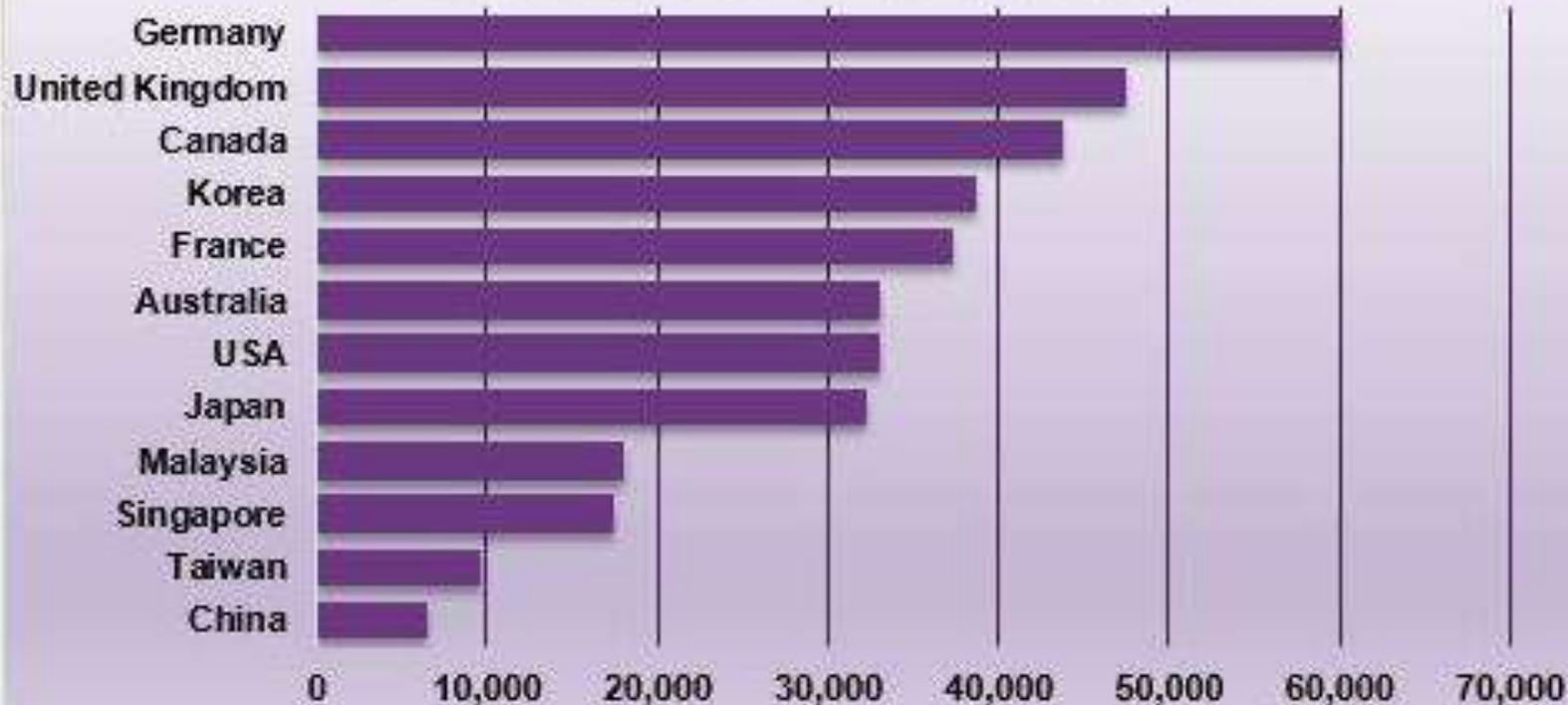
Estimated Visitor Receipts February 2017/2016

	<i>In Million PhP</i>
2017	18,400.62
2016	27,491.04
Growth Rate	-33.07%

Top Spending Markets (in Million PhP) February 2017



Per Capita Expenditure (in PhP) of Top Twelve Markets, February 2017



International Arrivals February 2013-2017

2017	579,178
2016	549,725
2015	456,524
2014	422,631
2013	418,108

Sources of Data: A/D Cards & Shipping Manifests

Visitor Arrivals to the Philippines February 2017



Tourism Impacts

- Tourism as a prime economic-generating activity has a trade off. Mass tourism practice entails losses in the name of profit.
- While people earn from tourism, it has also affected the preoccupation they played in the community as providers and role models.
 - For instance, fishermen who used to catch fish to support the whole community decided to become tour guides or drivers. As a consequence, the community lost food providers who chose to get paid for their tourist services instead.

Imported products and increasing food prices

- Another downside of tourism is the commercialization of places, with associated rises in prices. Tourism has led to businesses dictating the prices of local food and fish catch. In many islands where there is an influx of tourists, local people can no longer enjoy local prices. Small islands often experience shortages of locally produced food.

- Instead of producing their own food, communities have to obtain food from other sources.
- Another critical issue is the displacement of indigenous communities in favor of business establishments, which has reduced or curtailed people's access to land to grow their own food in their own sacred ancestral land.
- While companies benefit, local people lost their source of livelihood and local food production is severely affected.



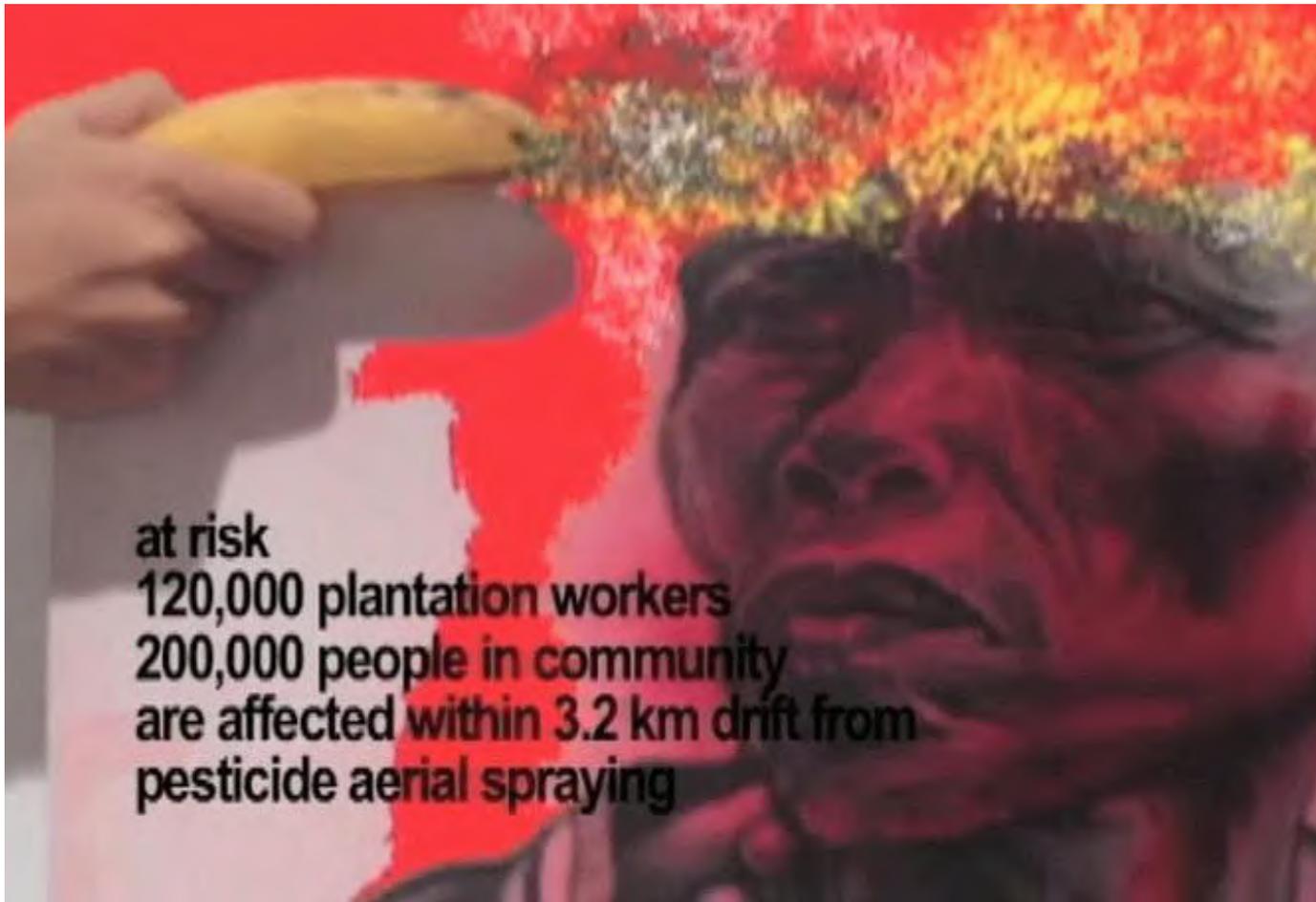


A person's hand is shown holding a large, ripe Cavendish banana. The background is a warm, orange-hued sunset or sunrise over a landscape with silhouettes of trees. The text is overlaid on the left side of the image.

Name: CAVENDISH Bananas
Address: Mindanao, Philippines
Annual Income: US \$ 333 M / year



Places traveled: 32 countries (Asia and the Middle East)
Size of Land: 50,000 hectares
Regular Workers: 60,000 plantation workers
Part Time Workers: 60,000 casual workers



at risk
120,000 plantation workers
200,000 people in community
are affected within 3.2 km drift from
pesticide aerial spraying

Major Challenges

- Lost paradise: displacement of indigenous communities
- Farmers without food
- Farming is unpopular
- Food Waste
- Excessive consumption of food and water
- Carrying capacity degrades biodiversity
- Climate change effects on agriculture

Massive fish kill wipes out Lake Sebu's tilapia stock

By: **Edwin O. Fernandez** - @inquirerdotnet Philippine Daily Inquirer / 01:11 AM February 03, 2017



LAKE TRAGEDY A fisherman transports dead tilapia he gathered after a massive fish kill in Lake Sebu in South Cotabato province. —AMIEL CAGAYAN / CONTRIBUTOR

INQUIRER.net

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TRENDING



LIFESTYLE

Enraged wife crashes car into Mercedes carrying husband and his mistress

MAY 15, 2017



NEWSINFO

Cebu Judge OKs road rage suspect's bid to travel abroad

MAY 15, 2017



ENTERTAINMENT

The end of AlDub? 'Destined To Be Yours' says goodbye in two weeks

MAY 16, 2017



Food Tourism Case 1

- Lake Sebu is famous for Tilapia aquaculture with the use of fish cages introduced in the 1970's which became the popular local signature dish served to visitors.
- A three toner harvest daily of tilapia with high inputs has long lasting effects to the lake environment. Recently the reported fish kill or "k'mohung" became frequent around 3 times a year which used to be once every 4 or 2 years before.
- According to Maria Todi, Lake Sebu Eco-Tourism Council Vice President said that in January this year fish cage operators lost millions, while the local people suffer from the stinky smell of the lake. The lake is overused and polluted because of the uncontrolled over fish farming. The locals who once enjoyed the biodiversity of the lake and local fish suffered and also lost their livelihood.

Food Tourism Case 2

- Tourism is the main factor in the fast extraction of forest resources, which happen to be the watershed of the Banaue Rice Terraces such as used in highly commercialised woodcarving industry.
- The study cited Banaue's muyong (clan or family-managed woodlot), which local folk traditionally use for basic needs such as firewood, medicine, and housing material.
- Tourism also has a direct impact on Banaue's problem of shortage of water hence
- water left is enough only to irrigate the lower paddies.

Food Tourism Case 2

Land conversion

- With tourism, some Ifugao folk have converted their rice paddies into residential lots where lodging houses and display shops are built. Some abandoned a cluster of four ricefields because it could not afford the repair and restoration of terrace walls that eroded after a strong typhoon.

Threats to cooperative farming

- A cooperative farming practice called ug-ugbo for women and bachang for men has helped sustain and nurture the rice terraces for ages.
- To meet the needs and demands of visitors and tourists, some ifugao farmers have shifted to planting vegetables but uses harmful chemical fertilisers and pesticides.

Food Tourism Case 2

Ecotourism as marketing gimmick (marketing tool)

- Alangui predicted 'high-impact tourism activities' and their 'attendant effects on culture and the environment'.

Commercialised culture

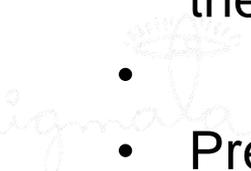
- Ifugao culture with corrupted local values seen how elderly folk, in search of easy money, would pose in their traditional garb before tourists' cameras.

Farmers left out

- Tourism benefits a few Ifugao entrepreneurs in the hotel, inn, restaurant and entertainment business. But tourism, hardly benefited the farmers who maintain and sustain the rice terraces.

-

- Pressure on resources



Food Tourism Case 2

Pressure on resources

- Tourism's pressure on the very lives and culture of Ifugao folk and on forest resources can destroy the terraces.

Source: Alangui, Wilfredo. Tebtebba Foundation



Tangible Ways Forward

- It is important to ‘think local’ – not only serving the interests of tourists, but of the local people, making resources available and prices affordable to the local people.
- An integrated holistic food-based tourism means people and health, while providing food on the farmer’s table with proper nutrition and responsible practices in agriculture

Low Impact Domestic Tourism

- Filipinos love to bring food home as 'pasalubong' or gifts. This helps in the local economy, as domestic tourists buy to share the products of a place.
- Artisanal food products such as coffee, chocolate and tea also find a new market.
- Local government units also promote 'one town one product' to help local communities develop their creative enterprises.
- Successful food tourism aroused the interest of domestic tourists with the new trend of artisanal home-made products in a farm resort, or agri-tourism as a tourism package.

Low Impact Domestic Tourism

- One of the trendy tours that have existed for many years is cultural tourism which includes food tasting of different local delicacies and the actual visit to a local home or backyard food production site and workshop.
- The trend in travel as a lifestyle needs to influence the global mentality of providing food on the table, but mindful of the source and responsible farming practices.
- Travellers may produce viral blogs on organic practices, not only concerning practical information, but also real stories of people in local communities that can teach other communities. People travel, and so stories can travel with them and start connecting the dots.

Voluntourism on Organic Farms

- One of the biggest networks of travelling people which concerns food is the World Wide Opportunities on Organic Farms (WWOOF) which is a loose network of people from all over the world that facilitates placement of volunteers on organic farms.
- The travellers mostly donate or contribute a minimal amount, but mostly work on the host farms to pay for their food and accommodation.
- One of the ways in which to know a country and its culture is to live with a local family while sharing the philosophy and principles of organic farming.
- The travellers spread the experience to other farms as they travel the world. Some people stay for a couple days, while others may end up staying for months.
- They are part of a conscious community of doers willing to help communities plant their own food.
- <http://wwwoof.net>

Foodways

- Travelers are looking for something new, something to eat that they do not eat at home. The fast food experience is slowly becoming unpopular and has many problems such as excessive waste. There are new 'foodways' experiences which combine art, conversations, interactions and food culture with local meets local, and local meets the world. 'Spatula&Barcode' makes art projects in which the performance of place and of hospitality are central aesthetic concerns. While most 'Spatula&Barcode' projects involve food in some way, their recent series 'Foodways' specifically explores the movements of food and food culture. Clark, L. and Peterson, M.

<http://spatulaandbarcode.net>

RESPONSIBLE TOURISM IN DESTINATIONS

Shaping sustainable spaces into better places

1. minimizes negative economic, environmental, and social impacts;
2. generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
3. involves local people in decisions that affect their lives and life chances;
4. *makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;*
5. provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
6. provides access for physically challenged people; and
7. is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence

Best Practices



No. 1
Pastel
in Camiguin
Since 1999



Pastel

Buns with Filling

www.vjandep.com

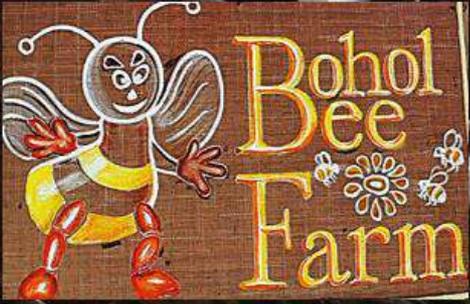
Original Yema

Contents: 6 pieces
Approx. Wt. 276 g)

To:

From:

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www.twitter.com/vjandep
IDA NANETTE DAMO
www.philippines.com





We are a chain of shops based in Mindanao, in the south of the Philippines. We specialize in organic products, most especially rice, catering to an ever-growing mindful market that is constantly looking for healthy, environmentally friendly, and socially responsible products.

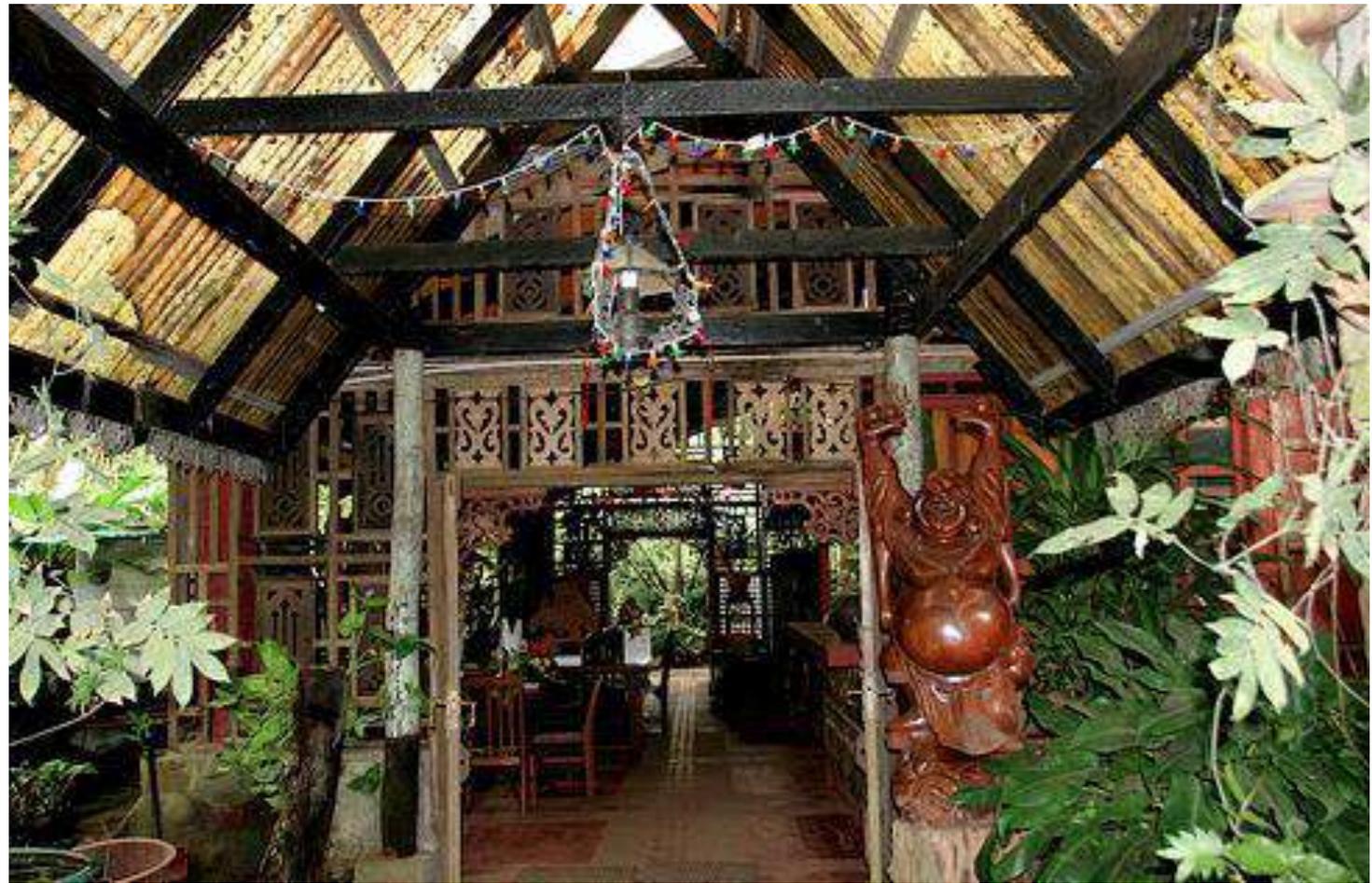




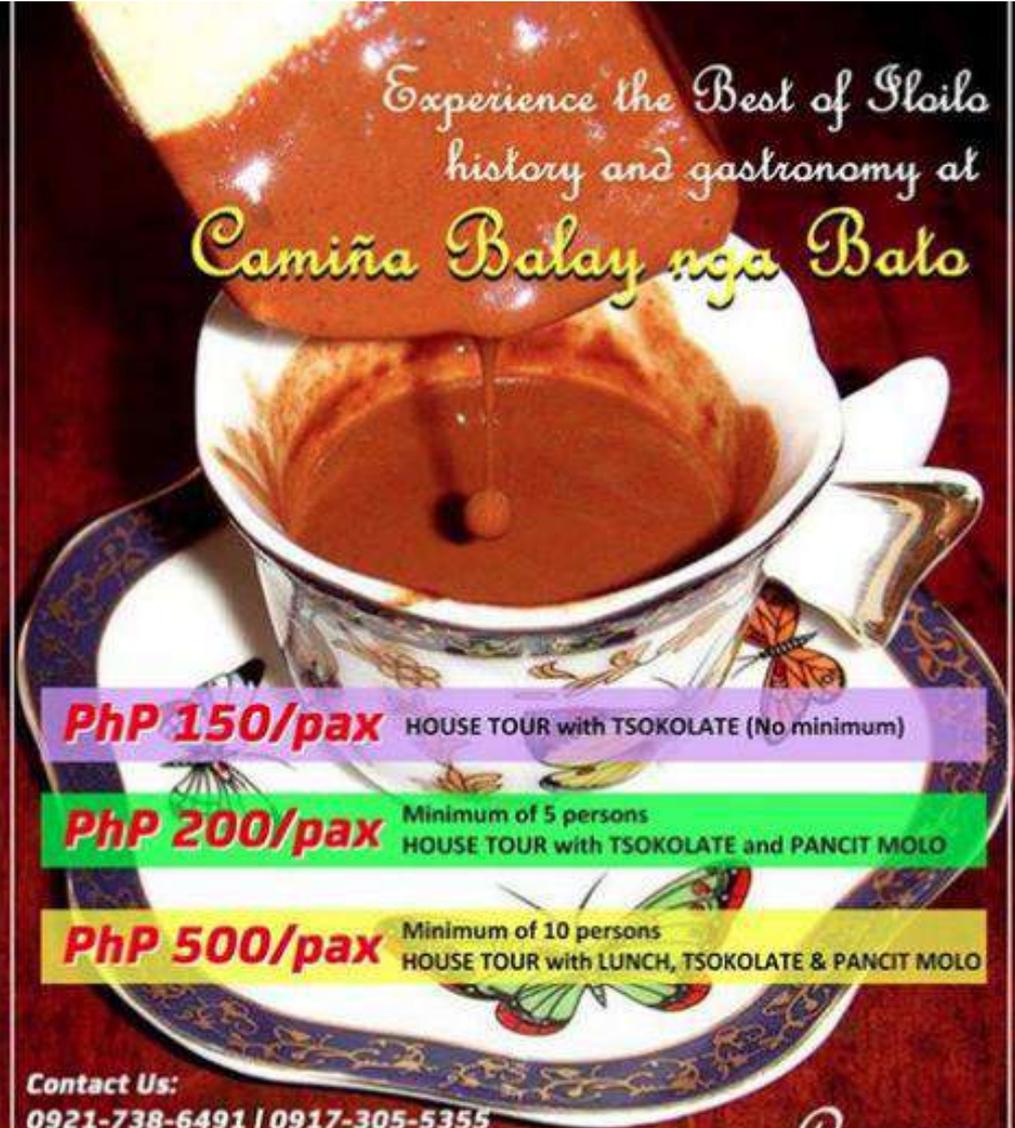
Travelog Puripti











Experience the Best of Iloilo
history and gastronomy at
Camiña Balay nga Bato

PhP 150/pax HOUSE TOUR with TSOKOLATE (No minimum)

PhP 200/pax Minimum of 5 persons
HOUSE TOUR with TSOKOLATE and PANCIT MOLO

PhP 500/pax Minimum of 10 persons
HOUSE TOUR with LUNCH, TSOKOLATE & PANCIT MOLO

Contact Us:

0921-738-6491 | 0917-305-5355

(033) 336-3858 | (033) 336-5075

FACEBOOK  Camiña Balay nga Bato in Iloilo

Camiña
BALAY NGA BATO
AREVALO, ILOILO CITY





HERITAGE BUFFET @ *Camiña* BALAY NGA BATO

Camiña
BALAY NGA BATO
20 Osmeña Street, Arevalo, Iloilo City

FACEBOOK  *Camiña* Balay nga Bato in Iloilo

MAKILALA ORGANIC BALANGON

A P2P TRADE INITIATIVE FOR PEACE & DEVELOPMENT

BALANGON BANANA PROCESSING CENTER

Brgy. Batasan, Makilala, North Cotabato

6°56'44.39"N 125°09'47.56"E



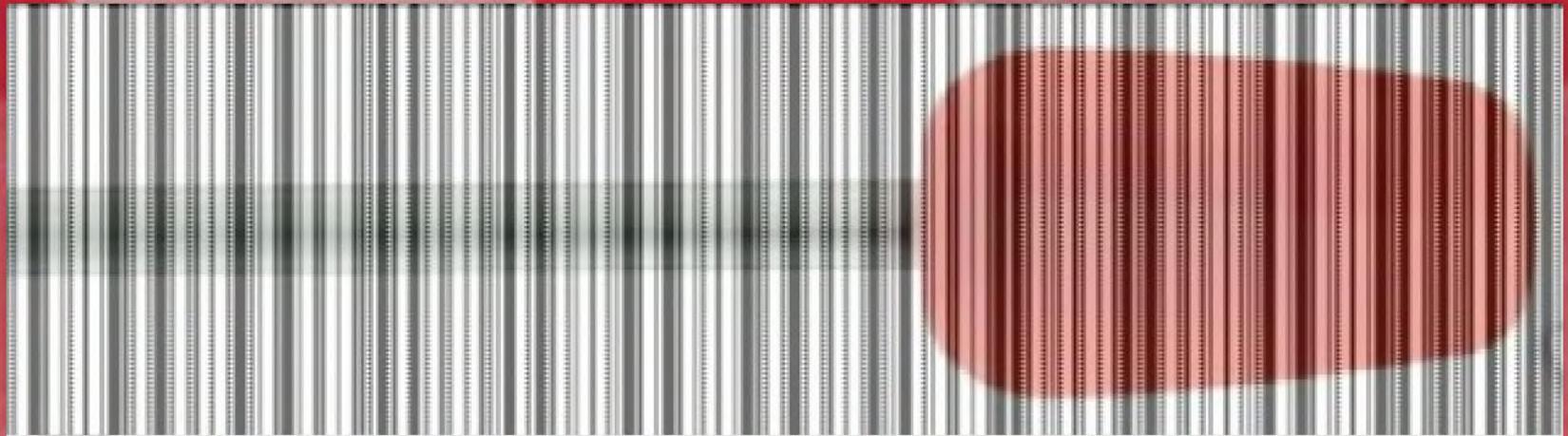
Makilala Organic Balangon

is supported by Makilala LGU through
seedlings/planting materials
given to farmers/producers for free.



Spatula & Barcode

What we are trying to do is real life—we leverage the concept of art to get to do it.



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HOME
Bohol
BEE
Farm

THE BUZZZ CAFÉ

DINING

ACCOMODATION

STORE

ACTIVITIES

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We created the best dining experience for you & your family

SIMPLE BUT DELICIOUS EXPERIENCE This gem of a farm offers an alternative lifestyle, an experience of interesting smorgasbord of organic delights. The freshest of ingredients are combined to produce a sumptuous food never seen in the market. A healthy option, indeed!











The second station provided an opportunity to cut onions and cry. The third station asked participants to peel potatoes which we then cooked, mashed, and served back to them with caramelized onions.





We think of the “&” as a reference to all the other work we are all already doing, making commitments to do, and will have to do when our needs for social justice cannot be realized through existing institutions.



FACEBOOK



Camiña Balay nga Bato in Iloilo

Camiña
BALAY NGA BATO

20 Osmeña Street, Arevalo, Iloilo City

USA CAFETERIA



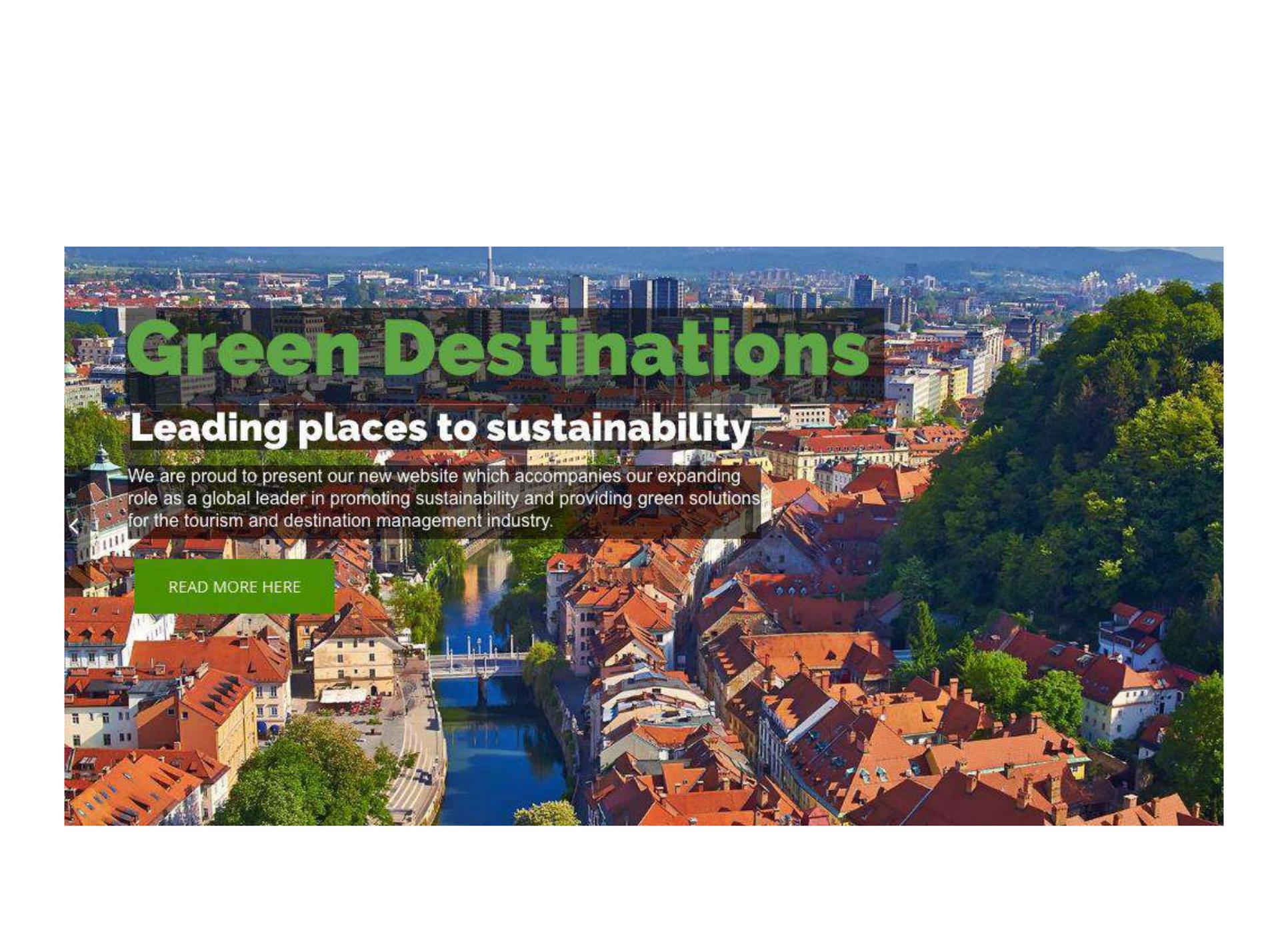




Ito Toshihiko
Organic Farmer for 28 years

伊藤利彦
有機農業を続けて28年



An aerial photograph of a city, likely Ljubljana, Slovenia, showing a river flowing through the center, surrounded by dense residential buildings with red-tiled roofs. The city extends to the hills in the background under a clear sky.

Green Destinations

Leading places to sustainability

We are proud to present our new website which accompanies our expanding role as a global leader in promoting sustainability and providing green solutions for the tourism and destination management industry.

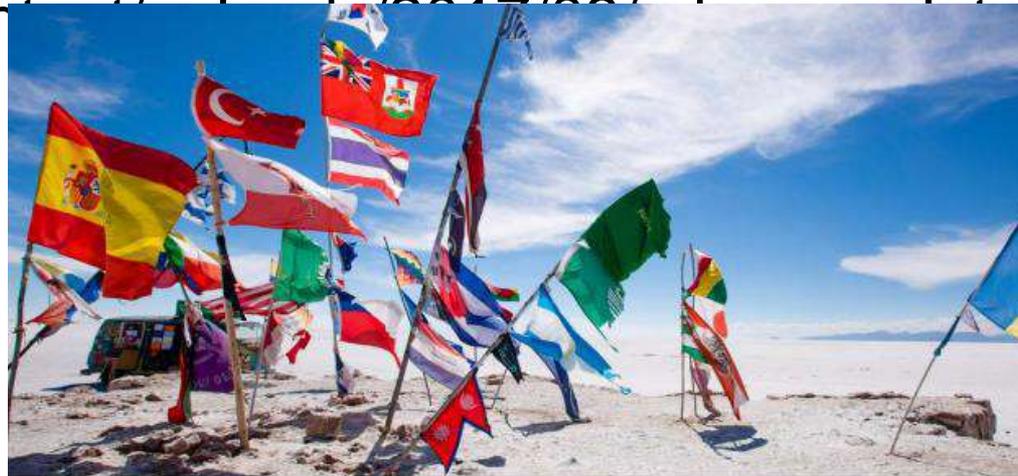
[READ MORE HERE](#)

GREEN VALUES

Green Destinations' core values are:

- Genuine and authentic: supporting the celebration of local culture and tradition;
- Responsible: defending people against exploitation and human rights violation, and enhancing accessibility for people with disabilities;
- Economically sustainable: involving the local business community and enhancing local community employment during and beyond the holiday season;
- Environmentally sustainable: ensuring public health, safety and sound environmental management;
- Nature & scenery: protecting scenic views, habitats and wildlife, and respecting animals that are used in tourism.

<http://globalstudysectt.org/wp-content/uploads/2017/02/transforming-tourism.pdf>



TRANSFORMING TOURISM

Tourism in the 2030 Agenda





BERLIN DECLARATION ON “TRANSFORMING TOURISM”

PREAMBLE

We, over 30 participants from civil society from 19 countries in Africa, Asia, Europe and Latin America, representatives of non-governmental organizations, people's movements and academia joined together from the 3rd to the 6th of March 2017 because we are committed to achieve the vision of the 2030 Agenda for Sustainable Development of a just, inclusive and equal world. As tourism experts and practitioners, we are concerned that the current dominant tourism model is not able to support the necessary transformation of our world envisaged by the 2030 Agenda. On the contrary, in too many cases it is exploiting people, harming communities, violating human rights and degrading the environment.

Transforming our world is not possible without transforming tourism. With this declaration we want not only to encourage further reflection and debate, but demand concrete activities and imperative actions.

https://1wgif31ln5o18gmn78bz4pw-wpengine.netdna-ssl.com/wp-content/uploads/2017/03/Berlin_Declaration.pdf