

The Role of Cuisine in Investigating Tourism-Agriculture Linkages



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Food as a tourism \$ multiplier?



Economy & policy... anything else?



Demand

Supply

Marketing

Policy

(Based on: Torres & Momsen, 2004; Rogerson, 2012; Anderson, 2013; Pillay & Rogerson, 2013)

“The problems involved in linking tourism and agriculture are **structural** and **cultural** and can be solved only by structural and cultural **change**.”

(Pratt & Harrison, 2015, p. 13)

Perceptions of 'local food' in SIDS



“One obstacle kept coming up again and again: the Caribbean cooks and chefs did **not view their own food culture as being ‘world class’** and worthy of appearing on hotel menus.”

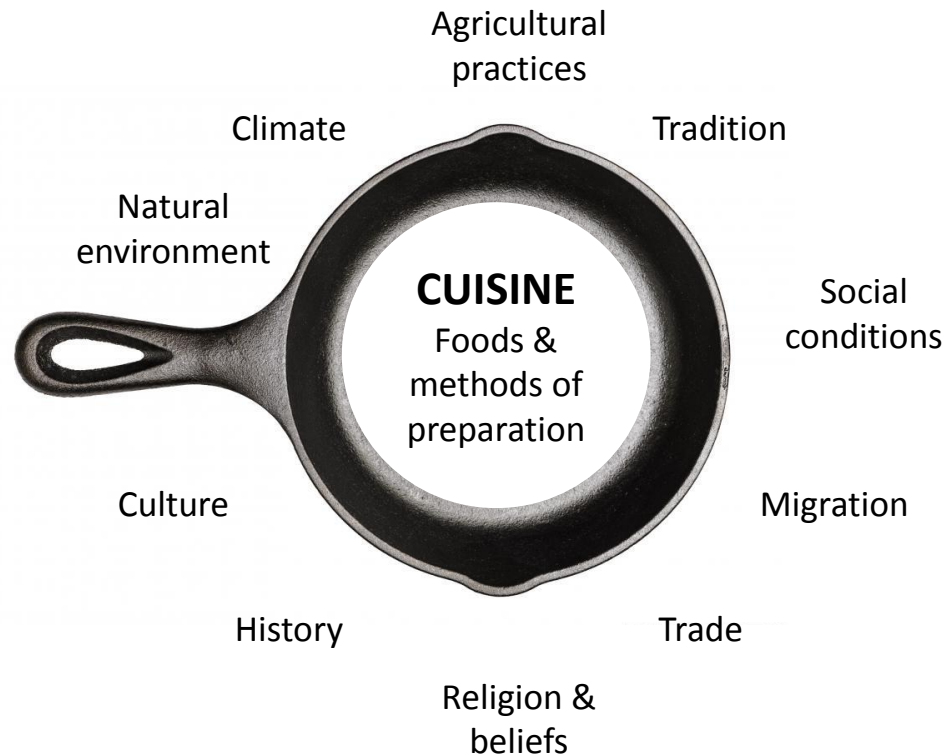
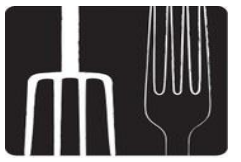
(Oliver, Berno, & Ram, 2010, p. 12)



In Fiji “local cooks themselves **did not see their own food as viable** – it was good enough for home, but not restaurant worthy.”

(Oliver et al., 2010, p. 14)

Food is culture



From a cultural perspective, what people eat defines who they are or are not.

(Kittler, Sucher, & Nahikian-Nelms, 2017)

Cultural change in the Pacific



Marshall Sahlins:
(2005/1992)

Cultural
humiliation

‘Develop-man’

Modernise





Stark contrast between traditional foodways and Western consumption patterns.

Traditional Pacific “super diet”

(Jimaima Lako cited in Oliver et al., 2010, p. 28)



- Fast, junk, and snack food more readily consumed
- Traditional staple foods have become ‘special occasion food’
- Ca. 40 % of the Pacific islanders diagnosed with noncommunicable diseases

(Haden, 2009; WHO, 2010)



Conclusion: The role of cuisine

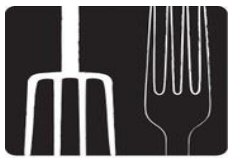


Takes a complex rather than linear approach to food.

Acknowledges the relation of food and identity.

Puts those that deal with food and its production and preparation on the centre stage.

Ways forward



- Understanding a region's cuisine can help understand underlying issues in tourism-agriculture linkages.
- Economic demand & supply analyses still valid, but only structural.
- Could “playful nostalgia” help?

(Larsen, 2010, p. 90)



(Scoping trip to Fiji, WWF Sustainable Fisheries Project, Aug. 2016)

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