2014-05-21

Developing Food Tourism - Roscommon Leader Partnership with DIT

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**Recommended Citation**

Seberry, Dermot, "Developing Food Tourism - Roscommon Leader Partnership with DIT" (2014). Other resources. 18.
https://arrow.dit.ie/tfschcafoth/18

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Developing Food Tourism in County Roscommon
Tourism
To ‘experience’ what is ‘unique’ to the surroundings of a visit or holiday.

it’s all about memories !!

it’s all about our economy!!
Regional Food & Tourism

Local Food Producers
Food Artisans

Local Support
Pubs, Cafes, Artisan Shops, Supermarkets

Awareness of Place
Farmers Markets
Local and national festivals

Hospitality Tourism
Public expectations.
Local produce menus.
Seasonality.

Education
Professional Development
PR strategies
Awareness of Place

- ‘Corridor Tourism’
- 2010-2014 strategic report - Lack of awareness of things to do.
- Calendar of events for locals, tourists - [http://www.unabhan.net/Roscommon%20County%20Yearly%20Calendar.htm](http://www.unabhan.net/Roscommon%20County%20Yearly%20Calendar.htm)
- Festivals, music events, gatherings and food markets
Begin with your ‘finest’
Local Producers

- Artisan Baked Goods
- Farm house Cheese
- Preserves
- Smoke house goods
- Honey
- Puddings

- Ice Cream
- Chocolate
- Harvest Oil
- Dressings/marinades
- In season vegetables
- Free Range Eggs
Where is the promotion?

- **Tourism - menu expectations** – local produce menus
- **Linking the tourist to the region via food activities for all ages** - [http://www.chocolategarden.ie/visitor-experience/](http://www.chocolategarden.ie/visitor-experience/)
- **Food trails with integrity** – [http://www.fabfoodtrails.ie/](http://www.fabfoodtrails.ie/)
- **Food Tours** - [http://www.foodtours.ie/](http://www.foodtours.ie/)
- **Reward ‘local hero's’** – Awards for contribution Restaurants PR techniques -
Tourist Talking Points

- **Restaurant Menu Design** – Producers need to meet the Chefs
- **Festival specials**
- **Informative Staff** – word of mouth
- **Pride of place in the story**
- **Up-selling product** – create a food gift shop
- **Understanding the potential for GP** (both parties)
- **Local food column & trip advisor**
Cutting the Mustard

Entering Local & National Awards
Blind Tasting
The route to success

Education and Professional Development
http://www.dit.ie/catalogue/Modules/Details/TFCA1031
Job Creation
How do we get there?
setting up a business concept

1. **Funding Streams**
2. **Developing communication networks** - direct route to cafes, pubs, hotels, restaurants and deli’s
3. **Educate together** – cross sector, understanding each other’s priorities
4. **Uniqueness** – pop ups/supper club tourism events
5. **Co-operative ventures** - Kerry Lamb
6. **The potential for success** – Start-ups and take over’s
7. **Food distribution options**
8. **Tourism Central or Regional Food Hubs**
PR - Creating Awareness

- Food tours for professionals, locals - [www.foodtours.ie/index.html](http://www.foodtours.ie/index.html)
- Informative Knowledge - handouts
- Co-op’s and Branding - [http://orielfoodgroup.ie/](http://orielfoodgroup.ie/)
- Taste of Roscommon - [http://www.tasteoflouth.ie/home.html](http://www.tasteoflouth.ie/home.html)
- Farmers Market - tables for locals and youth
- Media – local FM radio and Nationwide TV
- Signage & QR codes
How can we create ‘unique memories’ for our tourism trade?
Education & Information

- Sector focus groups within the community
- Encourage themed food ‘awareness’ evenings – Game clubs, artisan club, co-op’s and county branding
- Brain storming sessions for cross sector networking
- Use ‘The Gathering’ as a platform to develop the process
- The Benefits of festival training
- Tour guide training & networking
- Develop relevant educational programmes
effective communications, product development & profitability workshops.
- Is funding required? Who do I speak to?