

Culinary networks and rural tourism development

***– exploring 'the local'
through everyday practices***

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Background and aim

- Rural tourism development
- 'The local' discourse
- Culinary tourism and food networks

Aim of study:

To explore and understand the processes by which culinary networks are made, as well as the role of 'the local' in such network processes



Theoretical approach and methodology

Practice theory (Reckwitz ,2002; Schatzki, 2001) – theory of social becoming (Sztompka, 1991; 2008)

- 'The local' examined at micro- and macro-level
- Practices of everyday life

Everyday activities studied through

- Observations
- In-depth interviews
- Marketing material



Empirical context

Culinaria

- Members and activities
- Matrundan event
- Culinary experiences



Results

'The local' is constructed through three discourses:

- *The local as a constructor of a culinary network*
- *The local as a link between history and tourism*
- *The local as a creator of 'glocalization'*



Results

1. The local as a constructor of a culinary network

Common values

- History and traditions (products, recipes, cooking methods)

Identification of the common term 'nearby' – referring to *place, products, soil, experiences, and producers*

Results

“Every day during Matrundan at 12-15 o’clock. Äggakaka [omelette], a Scanian cultural heritage made from new laid Österlen eggs, served with stirred lingonberries and smoked bacon.”

(Matrundan program, 2010:3)

(Foto: Hammenhög gästis, www.matrundan.se)



Results

2. The local as a link between history and tourism

- Stories and myths
- Create authenticity

3. The local as a creator of 'glocalization'

- Greek olive oil in Vitaby
- Noma introduces Österlen asparaguses

Localising the global – or globalising the local?



Discussion

Can 'the local' be defined?

Socially constructed, but expressed through network practices
(*'nearby'*)

'The local' as a mediator of micro- and macro-levels

- Connects the network members
- Relates the network to outside structures



Discussion

Culinary networks are complex

- Constantly changing
- Subject to conflicts and tensions

Culinary networks as an instrument for rural tourism development?

- Benefits for local communities
- Mediate the local culinary profile, local traditions and cultural values



Thank you!

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