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Developing Food Tourism - Roscommon Leader Partnership with DIT

Dermot Seberry

Technological University Dublin, dermot.seberry@tudublin.ie

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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**

Hospitality Tourism

Public expectations.
Local produce menus.
Seasonality.

Local Support

Pubs, Cafes, Artisan Shops,
Supermarkets

Awareness of Place

Farmers Markets
Local and national festivals

Education

**Professional Development
PR strategies**

Awareness of Place

- 'Corridor Tourism'
- 2010-2014 strategic report - Lack of awareness of things to do.
- Una Bhan Tourism Co-operative Society - <http://www.unabhan.net/>
- Calendar of events for locals, tourists
<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?

- B&B, hotels – Verbal and visual communication Video PR <http://visitortv.ie/advertise-with-us/>
- Tourism - menu expectations – local produce menus
- Linking the tourist to the region via food activities for all ages - <http://www.chocolategarden.ie/visitor-experience/>
- Food trails with integrity – <http://www.fabfoodtrails.ie/>
- Food Tours - <http://www.foodtours.ie/>
- Reward 'local hero's' – Awards for contribution Restaurants PR techniques -

Tourist Talking Points

- Food Tours – <http://www.foodeducators.ie/index.php/food-tour-testimonials>
- 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 others priorities
4. *Uniqueness* - pop ups/supper club tourism events
<http://visitroscommon.com/TasteofRoscommon/SupperClub.aspx>
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
- Books - <http://www.dermotsdishes.com/downloads.html>
- Informative Knowledge - handouts
- Co-op's and Branding - <http://orielfoodgroup.ie/>
- Taste of Roscommon - <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?