



# SUSTAINABLE FOOD TOURISM IN THE NORDIC REGION

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# BACKGROUND

Hello, I'm Jonatan

Head of food and tourism research  
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Research project – work in progress

Sustainable Food Tourism in the  
Nordic region. (2019-2022)

Funded by



**Nordic Council  
of Ministers**



# BACKGROUND: NORDIC FOOD REVOLUTION

New Nordic Cuisine Manifesto

Nordic food celebrated

Food Tourism - sustainability



# WHAT IS SUSTAINABLE FOOD TOURISM?

According UNWTO:

Thus, sustainable tourism should:

Make optimal use of environmental resources that constitute a key element in tourism development, **maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.** (NATURE and CLIMATE)

Respect the socio-cultural authenticity of host communities, **conserve their built and living cultural heritage and traditional values**, and contribute to inter-cultural understanding and tolerance. (HERITAGE)

Ensure viable, long-term economic operations, providing **socio-economic benefits to all stakeholders that are fairly distributed**, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (SOCIAL/ECONOMIC JUSTICE)

# TOURISM IS NOT SUSTAINABLE...BUT...

Mobility and sustainability as antagonistic terms (Hall & Gössling 2019)

We can make (food) tourism practices more in relation to environment, culture and social justice.

Ambition of our project: 1) gather examples of sustainable food tourism initiatives 2) how is sustainability understood/negotiated?

# SLOW TOURISM (CLANCY 2018)

In the slow philosophy, slowness is seen as a way to responsible tourist consumption with minimal environmental damage and maximal (economic and social) profit for the community offering the tourism

Slow - **not just be an alternative kind of tourism products, but different philosophy of life and way of understanding travelling and living away from home.** As such, slow tourism is a **counter-reaction to capitalist consumer society** where rapidity in life pace and consumption are cornerstones

Pace-making – slowness VS Speed as a way to the good life

# ALTERNATIVE HEDONISM

Capitalist consumption should not monopolize the idea of happiness...

Green transition forces us to adopt new patterns of consumption and alternative economic models

New ideals and approaches to hedonism (and tourism)

**IMPORTANT:** This is not a sacrifice, but an opportunity



# RETHINK THE ROLE OF THE FOOD TOURIST

Passenger VS consumer

"Alternative hedonism" could inspire alternative forms of food consumption challenging dominant understanding of "good food" and "good food experiences", beyond Michelin.

A central part would be to question and rethink the role of the consumer and the "idea that the consumer is always right"-mindset.

The consumer should not just passively consume and demand service, but adopt a more flexible, co-creative and responsible role in the act of consuming food.

This sounds great, but very complicated to do... examples please?

# EXAMPLE FROM THE FAROE ISLANDS

<https://www.youtube.com/watch?v=W4jBMrDpFXI>



# NOLSOY



# THJODHILD - GIMBURLOMBINI

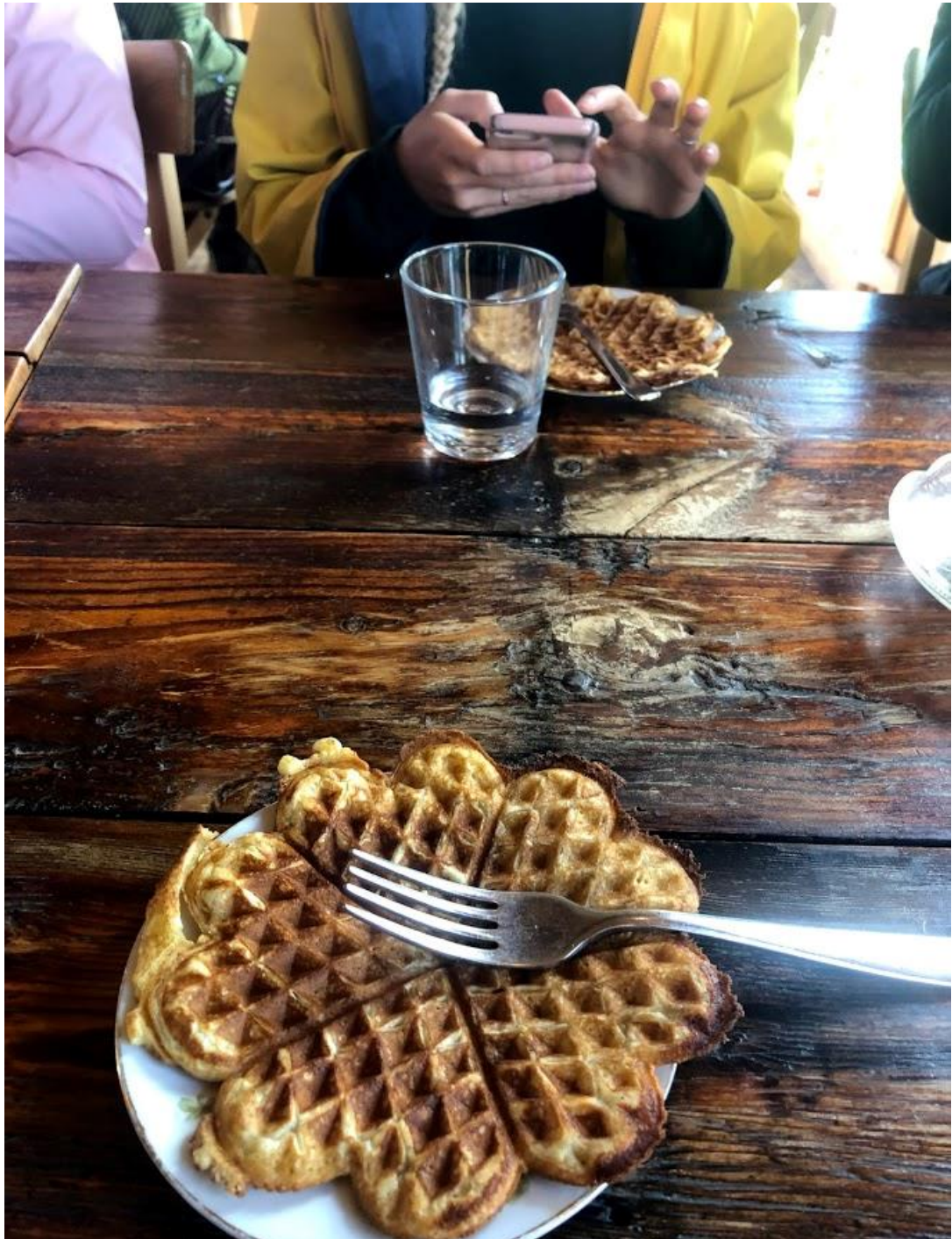


Programme for the visit:

- 10-12: Guided foraging trip and picking nettles
- 12- 13: Cooking nettles pizza together
- 13-1430: Working in the potato field 1,5 hours
- 1430- 1500 Payment in waffles







# OBSERVATIONS

Co-creation VS. Consumption

Lack of luxury

The Local example as global inspiration

Thjodhild – Multi-role entrepreneur (chef, teacher, boss...)

# FOOD FOR THOUGHT FOR YOUR BUSINESS

Food can be really simple, not 'NOMA simple', but really simple à la Gimburlobini and still be a unique experience if curated well.

Hands-on activities and participation should lead the way to disrupt the traditional roles of guest and host

New models of responsible and co-creative consumption.

Here it is important to *balance*

**innovation** (future practices) and **authenticity** (past practices)

**Co-creation** and **economic sustainable business models**

# THANKS

And looking forward to  
comments...

My article

Get in touch!!!

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## Designing sustainable food experiences: Rethinking sustainable food tourism

### ABSTRACT

*In this article, the position that there is a good case for sustainable food tourism despite the negative impact on the climate caused by tourism and travelling practices is argued. This requires, however, that we develop well-designed sustainable food experiences. We need to redesign and rethink the very idea of the food experience with particular focus on participation, the role of the consumer, the accessibility of the food design, and the potential of local contexts, to give some universal examples. This does not mean that sustainable food tourism is or can become carbon neutral. It means that the job of the food designer is to offer climate-friendly solutions and, maybe more importantly, that sustainable food experience designers should focus on how to inspire more sustainable food consumption and anti-consumerist lifestyles beyond the context of the experience. These arguments are presented via a case study of a sustainable food experience from the Faroe Islands.*

### KEYWORDS

sustainability  
tourism  
food experience  
participation  
Faroe Islands  
New Nordic Cuisine

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