

## **7 Gastronomy Tourism as a Driver of Rural Innovation and Entrepreneurship**

### **Push and Pull Motivations of Finnish and French Gastronomy Tourists in the Saimaa Region**

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### **Reimagining the Finnish Hotel Breakfast: Reducing Nature Footprint While Strengthening Local Food Culture and Rural Entrepreneurship.**

Aino Tarkkio & Johanna Teräsjarvi,  
Nutrition and Food Research Center, University of Turku

### **Creating Value from Local Food: Gastronomy Tourism and Rural Entrepreneurship**

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# Common Themes Across the Presentations

- Although the presentations focus on different aspects of gastronomy tourism, they are connected by a shared interest in how value is created from local food within rural contexts.
- All three presentations examine gastronomy tourism as more than food consumption — as a combination of experiences, meanings, sustainability, and regional development.
- The papers approach value creation from different perspectives:
  - visitor motivations and expectations (Push–Pull motivations),
  - sustainability and local sourcing (Hotel breakfast),
  - participation, storytelling, and emotional engagement (Experiential gastronomy tourism).
- All presentations explore how gastronomy tourism can strengthen rural entrepreneurship through:
  - local food culture,
  - collaboration networks,
  - regional identity,
  - and distinctive tourism experiences.
- Sustainability appears across the papers in different forms:
  - biodiversity and local sourcing,
  - authenticity and local culture,
  - experiential and place-based value creation.
- The presentations also raise questions about how gastronomy tourism products should be designed:
  - What do visitors actually value?
  - How important are participation and interaction?
  - How can local food become a meaningful tourism experience rather than only a product?