

COD AS GASTRONOMIC HERITAGE. THE IMPACT OF TOURISM



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C O D F I S H

**THE GREATEST GASTRONOMICAL
REVOLUTIONARY DISCOVERY.**

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- 1. COD AS GASTRONOMIC HERITAGE.**
- 2. THE IMPACT OF TOURISM**

COD AS GASTRONOMIC HERITAGE.



COD IS NOT PORTUGUESE!!!!

COD AS GASTRONOMIC HERITAGE.

DISCOVERED BY THE VIKINGS

ADOPTED BY THE THE SPANIARDS

UNDOUBTEDLY PORTUGUESE



COD AS GASTRONOMIC HERITAGE.

**STOCKFISH, TURSK, BACCALÁ,
BACALAO, CABILAU, BAKALAR,
KABELJAU, CODFISH, BACALHAU**



IF YOU HAVE 3 PROMOTE 3 PORTUGUESE TYPICAL PRODUCTS

Regiões	Se tivesse de promover 3 produtos típicos portugueses quais escolheria?		
Norte	Azeite	Bacalhau	Enchidos
Centro	Azeite	Bacalhau	Vinhos
Lx e Vale do Tejo	Vinhos	Azeite	Peixe fresco
Alentejo	Carne de porco preto	Enchidos	Vinhos
Algarve	Alfarroba	Figo	Laranja do Algarve
Açores	Ananás dos Açores	Chicharro	Peixe espada
Madeira	Marisco	Peixe espada	Bolo do Caco

IF YOU HAVE 3 PROMOTE 3 PORTUGUESE TYPICAL RECIPES

Regiões	Se tivesse de promover 3 pratos típicos portugueses quais escolheria?		
Norte	Cozido à portuguesa	Arroz de cabidela	Bacalhau com broa
Centro	Cabrito assado	Chanfana	Leitão assado
Lx e Vale do Tejo	Cozido à portuguesa	Especialidades de bacalhau	Caldeirada de peixe
Alentejo	Açorda à alentejana	Ensopado de borrego	Cozido de grão
Algarve	Arroz de marisco	Cataplana	Amêijoia à bolhão pato
Açores	Cabrito assado	Espetada	Peixe grelhado
Madeira	Caldeirada de peixe	Peixe espada	Espetada em pau de louro

SEAFOOD
FROM
NORWAY

COD AS GASTRONOMY HERITAGE.



DRI-FIT



THE IMPACT OF TOURISM

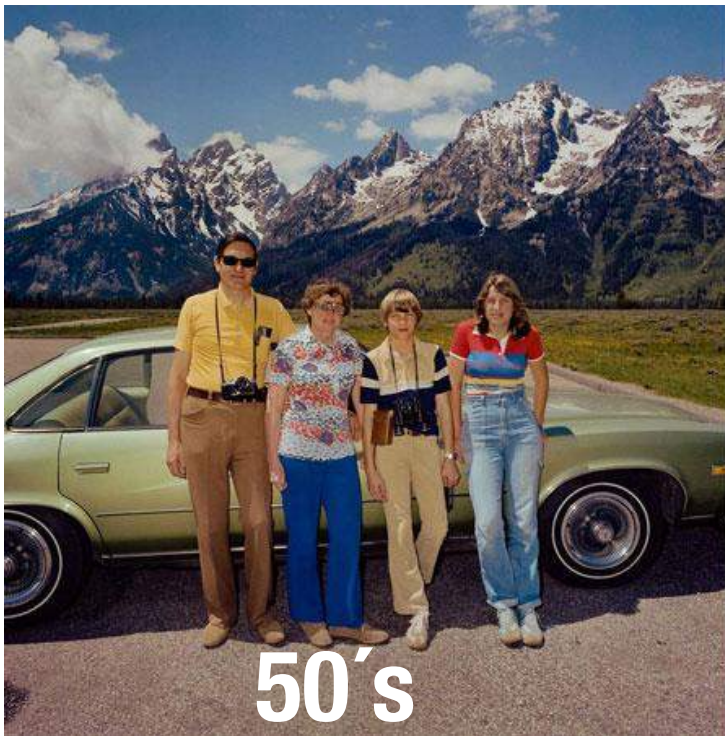
WHAT



THINKS

WHAT HAS CHANGED IN TOURISM

TOURISTS OF YESTERDAY ARE NOT OF TOMORROW



50's

25 million

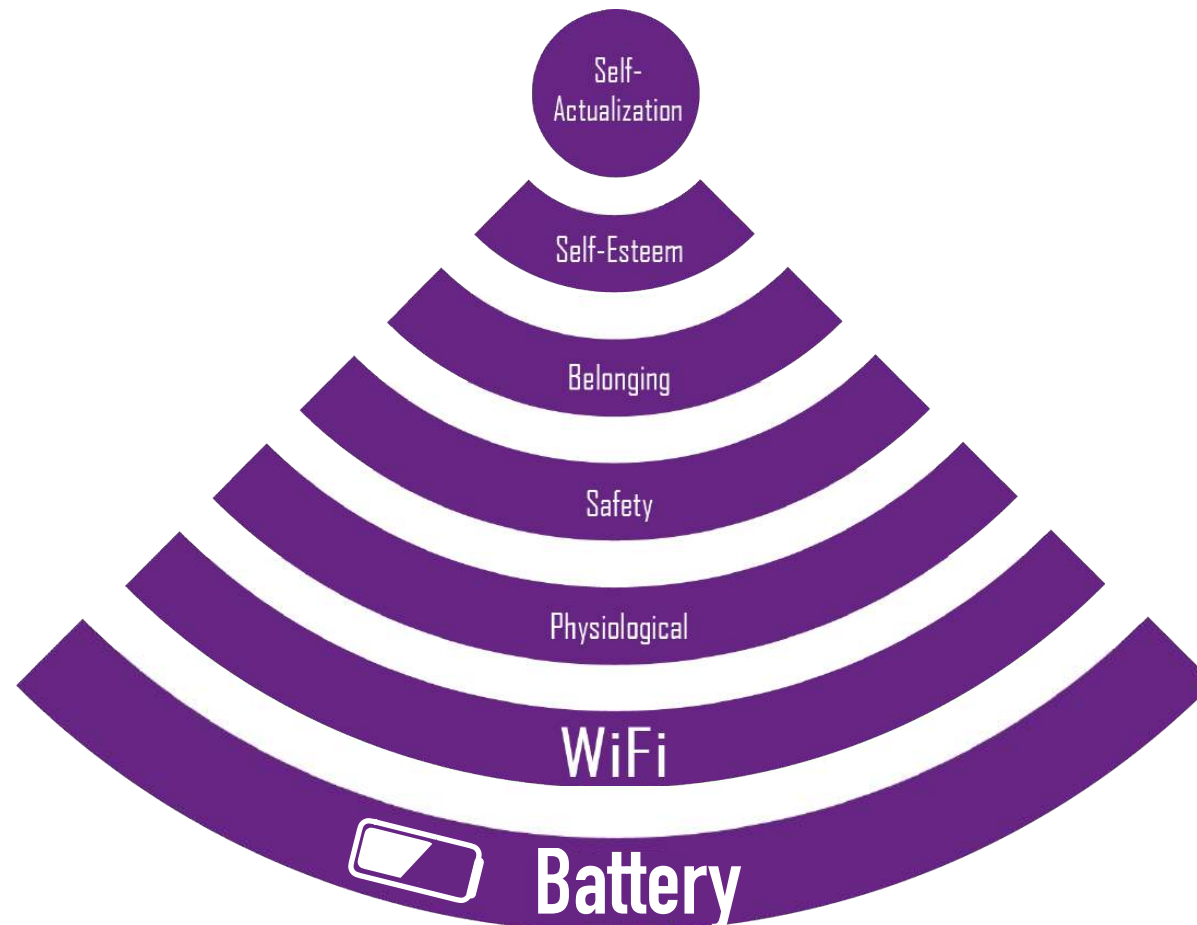


2016

1,235 millions

WHAT HAS CHANGED IN TOURISM

THE ECONOMY IS EVERY MORE DIGITAL



WHAT HAS CHANGED IN TOURISM

THE ECONOMY IS EVER MORE DIRECT



EatWith



we share more

WHAT HAS CHANGED IN TOURISM

IPHONE FIRST THAN YOU



iphone is more important than
travel companion
you do not need a 100% tourist
structure – a focus on experience
is needed

WHAT HAS CHANGED IN TOURISM

DESTINATIONS ALSO HAD CHANGES



Middle class fills most of the places on airplanes



Millennials new generation of travelers who want to discover other sites and cultures

WHAT HAS CHANGED IN TOURISM

BLEISURE CAME TO STAY



relationship tourism
meet new people
prospection

WHAT HAS CHANGED IN TOURISM

“STORYTELLING” IN THE CENTER OF THE TRIP



Who travels wants to escape, who travels want to count

TOURISM OF EXPERIENCE

especially the younger ones are looking for new experiences

do not give them products, give experiences that can be memorable

the future of tourism is of experiences is not contemplative



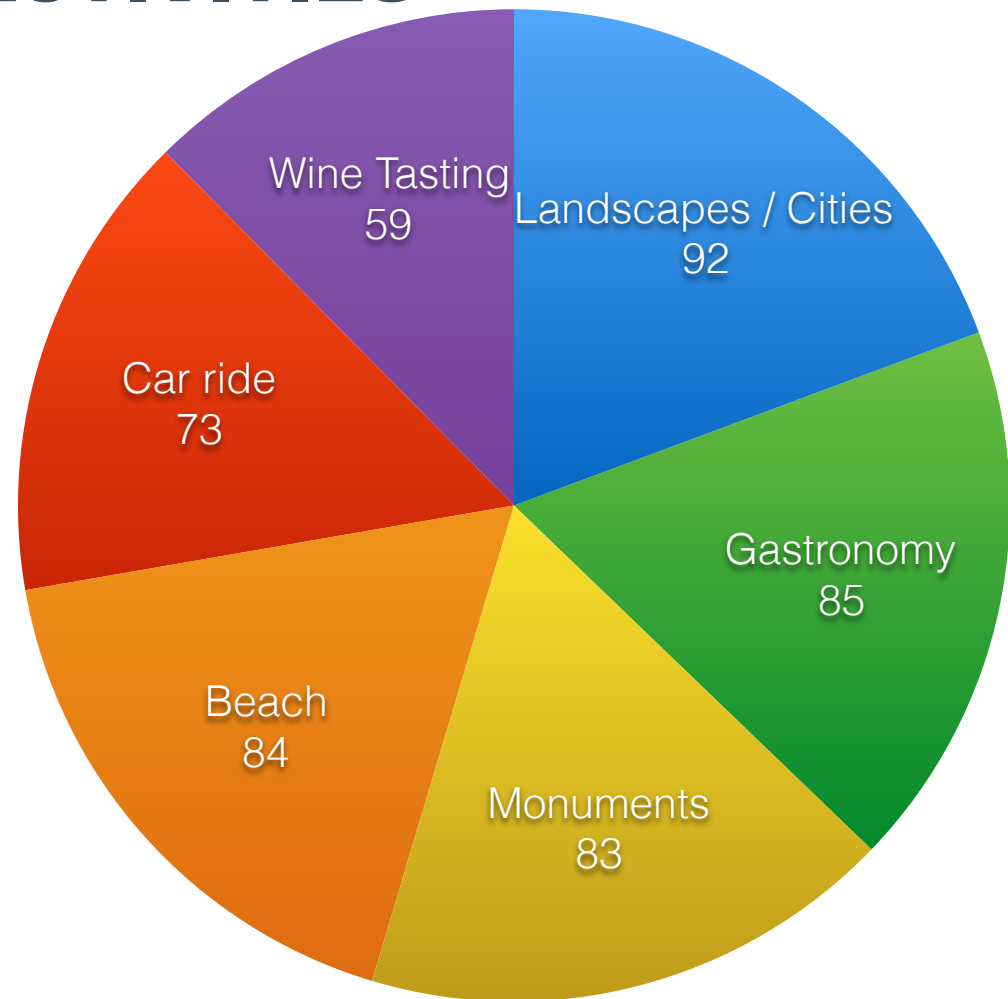
WHAT HAS CHANGED IN TOURISM

GASTRONOMY



THE IMPACT OF TOURISM

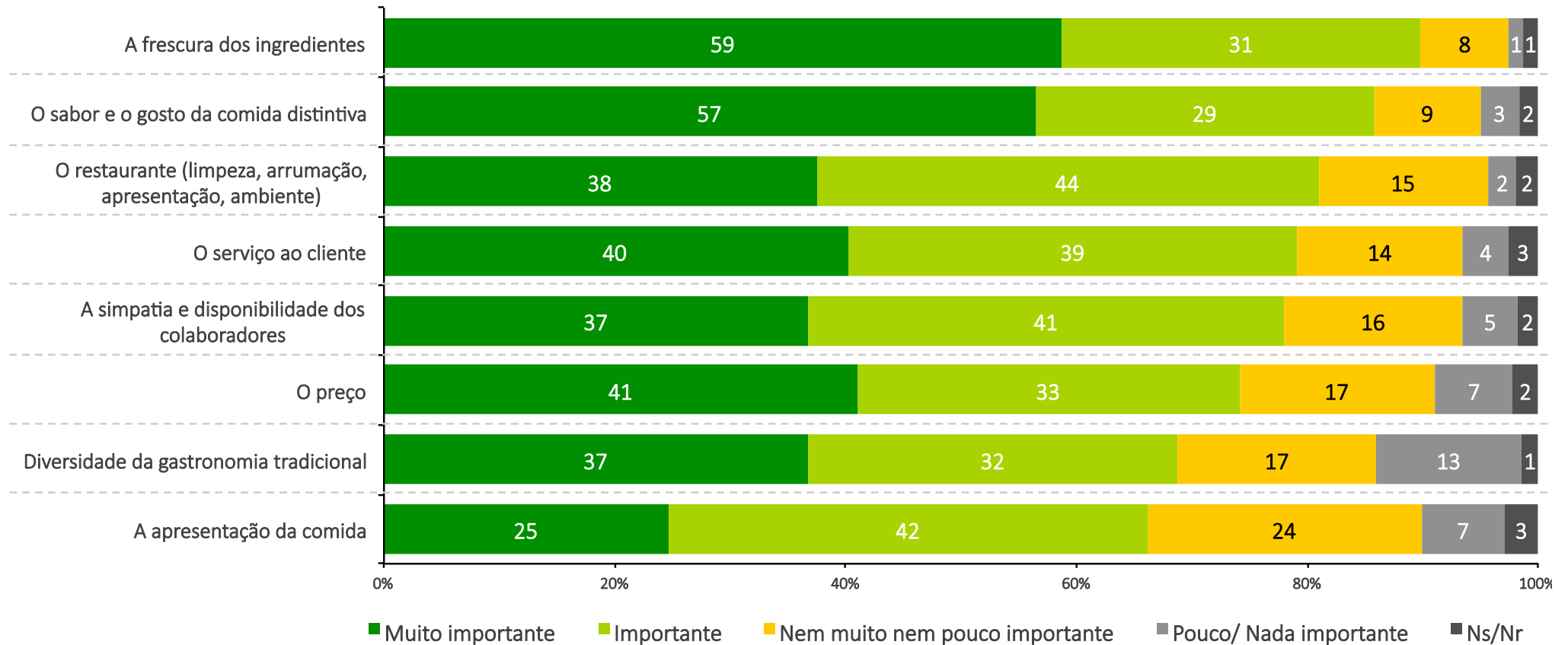
EVALUATION OF ACTIVITIES



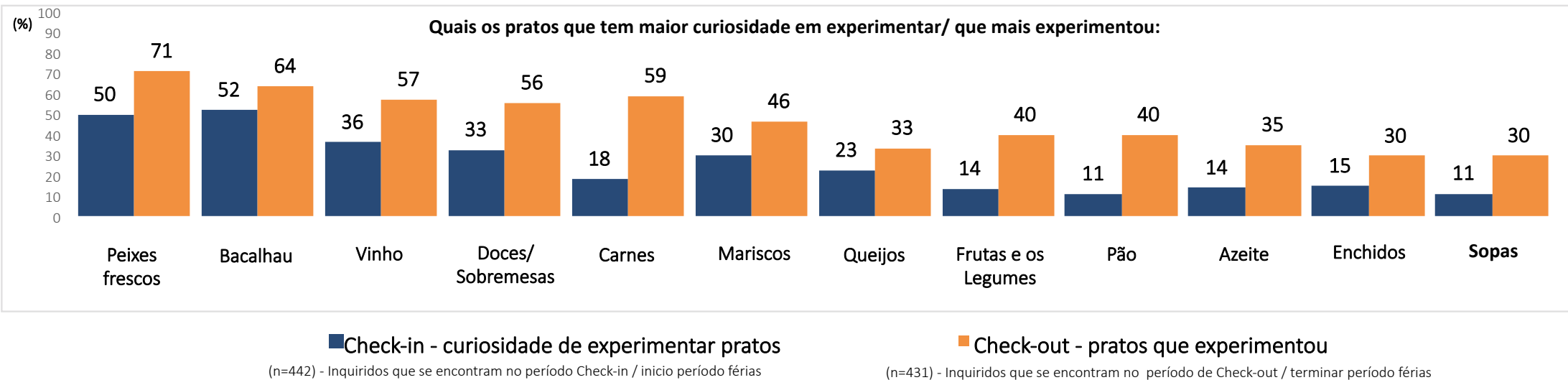
THE IMPACT OF TOURISM

REASONS OF SATISFACTION WITH GASTRONOMY

(%)



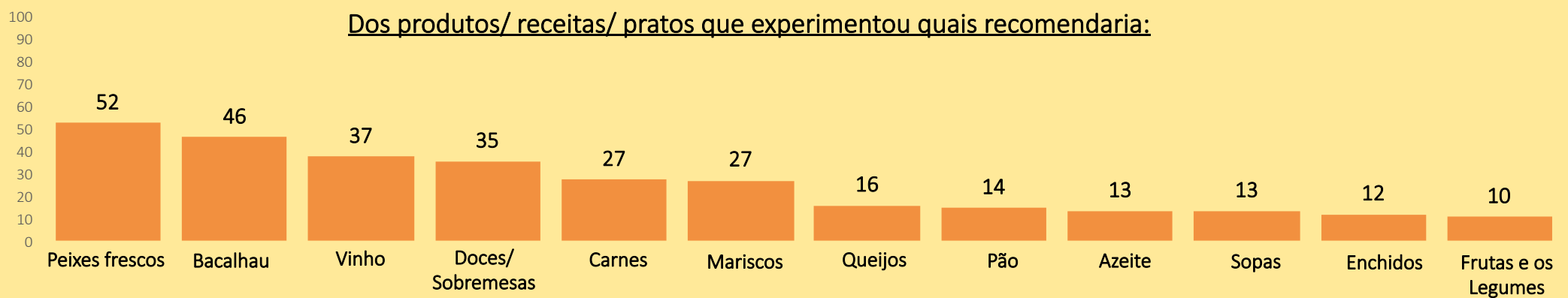
MORE EXPERIENCED DISHES



THE IMPACT OF TOURISM

WHAT WOULD YOU RECOMMEND

Dos produtos/ receitas/ pratos que experimentou quais recomendaria:



WHAT HAS CHANGED IN TOURISM

TOURIST OF 5 SENSES



**the tourist of today enjoys
with the 5 senses
no longer travels,
discovers
no longer visit, learn
meet new people**

WHAT HAS CHANGED IN TOURISM



71% internet as the first source of inspiration
of which

83% social networks

61% browsers

42% travel portals

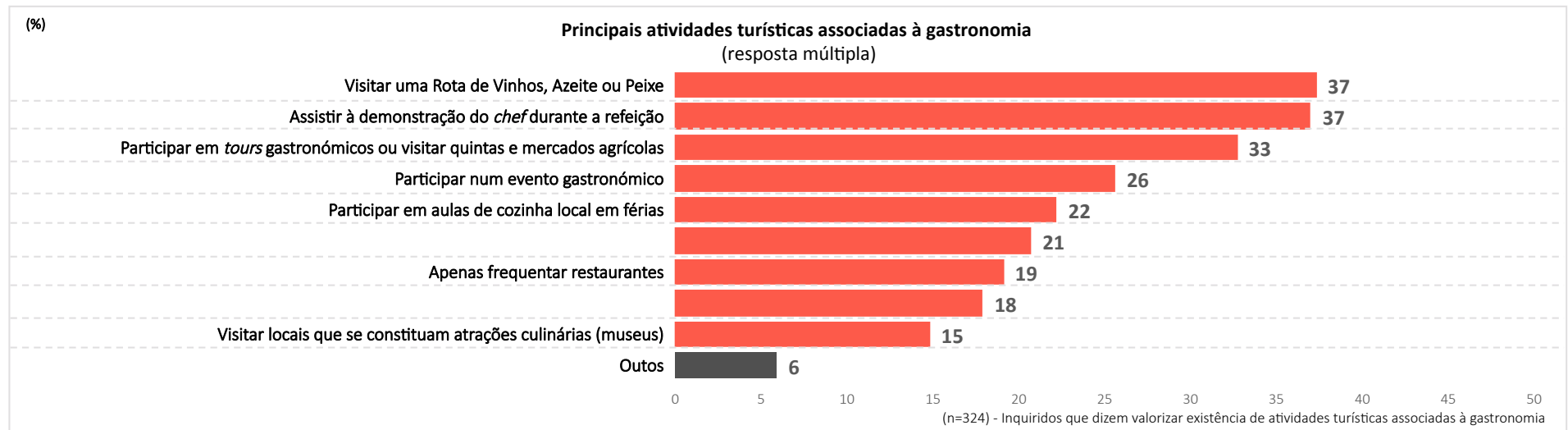
WHAT HAS CHANGED IN TOURISM

91%
use the internet to
share travel
experiences



THE IMPACT OF TOURISM

WHAT THEY FAVOR IN THE GASTRONOMIC ACTIVITY



THE IMPACT OF TOURISM



10
+20

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WHAT DO WE SELL?

~~accommodation? services? restoration? convenience?~~
~~PRODUCTS?~~

experiences

