



United Nations
Educational, Scientific and
Cultural Organization



PHUKET
City of Gastronomy

Designated
UNESCO Creative City
in 2015

PHUKET

Creative City of Gastronomy

2015 - 2019 Monitoring Report



Phuket

City of Gastronomy Monitoring Report 2019

1 Executive Summary

Inside this issue:

Executive Summary 2

General Information 4

Contribution to the network's global management 4

Major initiatives implemented at the local level to achieve the objectives of the UCCN 5

Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN 12

Proposed action plan for the forthcoming midterm period of 4 years 14

Phuket has been designated as a UNESCO Creative City of Gastronomy since 2015, making it the first city in Thailand and ASEAN that is affiliated with 35 other Cities of Gastronomy worldwide. One of the exceptional elements contributing to the prosperous culture in Phuket is its cuisine. It is varied from Andaman seafood and Thai food to Phuket's traditional food or Baba, including processed food. Local dishes especially possess a strong identity and distinctive recipes utilizing local ingredients, which are passed down from generation to generation in each family. The public and private sectors have been eagerly cooperating to create culinary innovations and add value to the economy, which have been core factors in economic development under the cultural identity throughout the last four



1st Gastronomy International Symposium 2017
April 28 – May 1, 2017 at Phuket, Thailand

years. Many activities and projects have been executed to raise awareness of Phuket as a Creative City of Gastronomy, and create partnerships with various stakeholders from the regional to the international level to reach the objectives of the UNESCO Creative Cities Network (UCCN). Representatives of the town have participated in conferences held by UCCN, strengthening international cooperation between UCCN members. The city continuously exchanges knowledge and sustainable development with other UNESCO Creative Cities of Gastronomy to declare its vision of town development and publicize Phuket so it is well recognized on the international stage. Furthermore, as a Creative City of Gastronomy, Phuket City Municipality hosted the First Gastronomy International Symposium, welcoming over 170 participants from local government organizations, public sector organizations, and education institutions, as well as representatives from 14 Creative Cities of Gastronomy, each UCCN member to share distinctive experiences,

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knowledge and best practices of their individual Creative City journey. Phuket has engaged in an assessment of two additional new candidates nominated for the Creative City of Gastronomy title, in which the city gets to utilize their competences in gastronomy for UCCN's global contribution.

To strengthen Phuket as a Creative City of Gastronomy with a collaborative workforce, local authorities from every level of government took part in pushing several programs to create food innovation and add value to the economy. By designating city policies towards sustainable urban development as an engine that propels Phuket's social, economic, cultural and environmental developments as "Phuket: City of Gastronomy" is established to conduct strategic plans and integrate all sectors to produce concrete outcomes by adopting UCCN's objectives as the key drivers. With the slogan "Clean Food, Good Taste, Good Spirit," every organization in Phuket participates in advertising, collecting knowhow, conducting research, improving the creative food supply chain, and organizing activities and events under the UCCN framework.

Over four years, the combination of public and private establishments completed definite strategic plans have launched more than 20 projects by allocating a budget of over 30 million Thai baht to support activities promoting and driving Phuket as a Creative City of Gastronomy in order to accomplish the mis-

sion of UCCN. Such projects include the creation of the application Phuket Tourism Culinary Route, restaurant development and administration for young entrepreneurs, a gastronomy training project, the junior local chefs project, and so on.

In strengthening food production activities and enhancing access to natural resources for individuals, all bodies prioritize ensuring food quality by paying high attention to the food supply chain upstream, midstream, and downstream of food processing. Upstream refers to secure, bountiful, and clean maritime resources and allowing everybody to attain the rights to fairly take advantage of them, while midstream consists of teaching locals to deliver hygienic and clean dishes to a table. Finally, the downstream process deals with hygienic and clean cooked food that impresses tourists while bringing local residents pride, maintaining local identities, and preserving the traditional cultures of Phuket. These projects are run to uplift and develop Phuket in every dimension in sustainable ways, conforming to the framework of a UNESCO Creative City of Gastronomy.

More importantly, Phuket has proposed an action plan for the forthcoming four years to achieve UCCN mission and the 17 Sustainable Development Goals (SDGs). There are many promotional projects and activities to be executed on the local and



international stages. At the local level, they include assuring consumers of food sanitation standards, assembling a database of local Phuket cuisine in different periods, and encouraging environmentally friendly restaurant campaigns. Meanwhile, on the international level, the province has a clear intention to bring about more collaboration among the UCCN. The exchange of academic knowledge among UNESCO Creative Cities of Gastronomy and other fields of Creative Cities is to be eagerly boosted. In addition, this action plan includes organizing an international festival called Phuket Gastronomy to emphasize Phuket as an international food destination. Last but not least, a plan for communication and awareness to reach wide audiences is established which covers significant projects, for instance, a gastronomy camp for youths, a gastronomy hub of Andaman region, mobile application/website improvement. More than 34 million Thai Baht have been allocated to accomplish such scheme.

2 General Information

Name of City	Phuket
Country	Thailand
Date of Designation	2015
Creative Field of Designation	Gastronomy
Entity Responsible for the Report	Phuket City Municipality
Date of Submission of the Current Report	2019
Focal Point of Contact	Mrs. Kanokpan Pranveerapaiboon Email: phuket.pkcog@gmail.com

3 Contribution to the network's global management

Event: XII Annual Meeting of UCCN "Cross Road"

Date: June 12–15, 2018 **Venue:** Krakow and Katowice, Poland

The representative of Phuket town presented its vision by following UCCN mission and publicized information regarding the town as a Creative City of Gastronomy, such as Phuket's local gastronomy culture. Likewise, the city management's strong intention to be a safer destination for food was declared at the conference. The integration of the upstream, midstream, and downstream of the food process was actively performed to ensure that not only local residents but also tourists could be confident and satisfied with safe and clean dishes they got to taste. Furthermore, the best practices of other network cities were exchanged and shared to allow Phuket to achieve the objectives of UCCN in each of the dimensions and Sustainable Development Goals (SDGs).



Event: XIII Annual Conference of Creative Cities UCCN for Crafts and Popular Arts

Date: June 10–15, 2019 **Venue:** Fabriano, Italy

Phuket City, along with other network cities, contributed to sharing experiences and sustainability promotion projects to attach great attention to objectives of UCCN, by integrating culture and creativity into city's development plans. Notably, a fusion dish of Western and traditional Phuket cuisine was served at this international event. In addition, Phuket had a MOA signing with Shunde, Guangdong Province, People's Republic of China and the International Gastronomy and Cultural Exchange Center (IGCEC), by bringing about professional and artistic exchange programs enhanced the cooperation between the two cities for a productive and meaningful future.

Event: First Gastronomy International Symposium 2017

Date: April 28–May 1, 2017 Venue: Phuket, Thailand

Phuket City Municipality hosted UNESCO Creative Cities Network in this event to commemorate Phuket as the first city in Thailand and ASEAN to receive this honorable title and welcomed 170 delegates from government organizations, public sector organizations, and education institutions, as well as representatives from 14 Creative Cities of Gastronomy, to share insights, network among the cities, and officially broadcast Phuket as a food destination worldwide.



As a UCCN member in contributing to the network's global level, in 2019 Phuket participated as the chair committee in assessing new two candidate cities for Creative Cities of Gastronomy. As the senior member of the UNESCO Creative City of Gastronomy, this allowed Phuket to apply the expertise and experiences on sustainable development aiming to achieve UCCN objectives. Furthermore, this participation establishes a productive cooperation with the UCCN including the other members by strengthening all relationships.

4 Major initiatives implemented at the local level to achieve the objectives of the UCCN

4.1 Collaborative efforts by civil society, public and private sectors to develop Phuket through City of Creativity policies

The Phuket administration has regarded UCCN's objectives as integral part of their initiatives by fully integrating gastronomic culture and creativity into the city development strategies and plans to drive Phuket's social, environmental, and economic development. The details are illustrated in Figure 1.

Following Phuket's designation in the UNESCO Creative Cities Network, the City of Gastronomy Committee was set up to involve partnerships of the public and private sectors including the representatives of the local community with its main responsibilities to create policies, plans and projects making gastronomic culture as the objectives of UCCN as key drivers for Phuket's development. With the motto "Clean Food, Good Taste, Good Spirit" in mind, the committee aims to integrate the joint efforts of key stakeholders to ensure that the development of the City of Gastronomy is sustainable with the objectives of UCCN fully comprehended. The five main tasks of the committee are public relations, knowledge management, research/creative food chain development, activity organization, and UNESCO framework implementation.



Figure 1 The importance of gastronomic creativity and thus utilized it as a key policy in the development of Phuket's social, environmental, and economic aspects.

Phuket City Municipality has been committed to the objectives of UCCN and City of Gastronomy project as a key to the sustainable development of Phuket. In the past four years, the City of Gastronomy Committee encouraged the local government to allocate 30 million Baht to the implementation of the gastronomy strategic plan. A total of 20 projects and initiatives have been successfully organized in partnership with the public, private, education institutions, and local community in order to significantly contribute to the development of Phuket as a City of Gastronomic Creativity and while fulfilling the UCCN's objectives. Examples of these

projects include the Phuket Tourism Culinary Route application development project, culinary business development and management for new entrepreneur's project, gastronomic innovation and Phuket as a gastronomic creativity city project, Phuket gastronomy training project, local junior chefs project, and so on.

4.2 Facilitating exchange of culture, culinary, and local culinary wisdom in all levels of the communities

In order to achieve the objectives of the UCCN's platforms including the opportunities for sharing experiences, knowledge and best practices made available to the local community at all levels. In particular, Phuket City Municipality is promoting knowledge management and research and innovation by assembling data and



Gastronomic innovation and Phuket as a gastronomy city project on April 5-9, 2018

research about gastronomic heritage that represents the identity of Phuket. Additionally, educational institutions, business operators, and locals have been given full access for opportunities to improve gastronomic knowledge and innovation. Since joining the UNESCO Creative Cities Network in the field of gastronomy, Phuket has launched initiatives and projects with partnership of public, private and civil society:

- **Gastronomic innovation and Phuket as a gastronomy city project**, involving training of 50 business operators on managing culinary business creatively.
- **The development of recipe standards and identity of local food and ancient food through innovation and research.** This project contributes 3-million-Baht worth of research equipment, including food color and taste measurement equipment and research for educational institutions.
- **Phuket Hotel Craft & Skill Expo 2019** hosted hospitality-related contests and activities, including craft skills, products and services, seminars, networking, and entertainment. Being organized in partnership between the public and private sectors, the event focused on utilizing tourism, creativity and gastronomy as leverage to drive the development of Phuket. It has helped strengthen skills and knowledge of the locals working in creative gastronomy, tourism and hospitality businesses together with raising positive publicity for Phuket as a gastronomic city. The event also featured an international culinary contest, the Phuket Culinary Challenge, which substantially helped encourage food creativity in creating new dishes that reflect the uniqueness of Phuket cuisine.



Phuket Hotel Craft & Skill Expo 2019 on July 5-7, 2019

- [The gastronomy seminar project organized for educational institutions, related associations, and business operators.](#) Through this project, business operators were facilitated with creative culinary knowledge and networking sharing opportunities.
- Since joining the UCCN, equal access to and participation in gastronomic and creativity-related activities was provided to all groups including the vulnerable groups such as senior and young members of the Phuket society. Through the development and dissemination of local food heritage and wisdom from the Phuket database project, local experts and elderly groups jointly experimented to derive standardized versions of local Phuket recipes. Subsequently, the standard recipes developed from this project were taught in local schools and printed in 300 books distributed to school libraries in Phuket. In addition, brochures containing more than 10 categories of food used in local rituals and festivals in Phuket were produced

4.3 Creating easy access to knowledge of culinary and culture to enhance the well-being of all sectors



Field Trip on June 14-18, 2018

Learning Center for Agricultural Products in Patiew District, Chumphon

The City of Gastronomy Committee is creating opportunities for all the city's people to have easy access to knowledge and information about the identity and variety of food cultures and local culinary wisdom. With objectives of UCCN in mind, the Committee aimed at using the gastronomy as a leverage in Phuket development by enhancing the understanding and application of knowledge in gastronomic business practices as well as the daily well-being of Phuket's people.

Farmers

The Phuket Agricultural Extension Office has jointly organized activities to raise the quality and standards of agricultural products with a focus on strengthening knowledge among the farmers in the creation and production of local produce such as pineapples, Baegu, vegetables, and livestock. The appointment to the UCCN network was used as an engine to drive the development of Phuket and provide for the well-being of the people of Phuket:

[Upstream activities](#) Training farmers about GAP standards, organic farming standards, pesticide residue analysis, and soil analysis, as well as study visits to high-standard farms in different areas, such as Chumphon and Ratchaburi.

[Midstream activities](#) Training community enterprise farmers about agricultural product processing and supporting farming equipment for product processing to add more value to products.

[Downstream activities](#) Organizing high-quality



agricultural products for the City of Gastronomy Fair in June 2018. The event consisted of 52 booths, generated 500,000-Baht worth of trade, and has contributed to an increase in tourists' confidence in agricultural products' safety. The success of this event has not only helped boost tourist spending but also raised the international publicity of Phuket as the UCCN because of the international recognition of its uniqueness and the international GI standard of its local agricultural products, such as Phuket pineapples and Garcinia.

Youths, Students and Women

A further aim of UCCN is to develop hubs and platforms of creativity and innovation. With this in mind, a further project was initiated and completed in a synergized effort between a local college and the civil society, namely the local cuisine curriculum development by Phuket Vocational College. The curriculum was commented on by local experts and seniors. Five short courses were developed, including a main course, desserts, snacks, a single-dish menu, and healthy food. To stimulate creativity, the Junior Local Chef course was offered to 100 participants of all ages. The program also helped drive Sustainable



The local cuisine curriculum development
on April 9-10, 2018 Phuket Vocational College

Development Goals (SDGs), encouraging young people, as well as the general public to gain better understanding of local cuisine, enabling them to develop skills that can be useful for their well-being in the future.

An American-Inspired Chef Project for Greater Creativity in Local Food Design



American Inspired Chef Project for Greater Creativity on Local Food
Design on Oct 21-22, 2019

With the aim of boosting creativity in food design among students, underprivileged youths, and local women, another joint effort of international and local organizations was carried out. The U.S. Department of Agriculture (USDA), together with U.S. food suppliers and the Faculty of Hospitality and Tourism from Prince of Songkla University (Phuket Campus) worked collaboratively on this project. A total of 63 participants joined a seminar and cooking lesson led by a celebrity chef, Miss Chudaree Debhakam (Top Chef Thailand Season 1). They worked on creatively designing new dishes that combined local produce with U.S. food ingredients.

Some of Phuket's local vegetables and produce that were used were *Clausena cambidiana* guill, cashew nuts, rice noodles, *Launaea sarmentosa*, sea grapes, and garcinia. This project is a combined effort to cultivate creativity among youths and future chefs, add value to local dishes, and utilize the appointment to UCCN as a catalyst for Phuket development.



Press Conference for Phuket City of Gastronomy on Public Relations, Restaurants and Production Sources

Food vendors and restaurant owners

The City of Gastronomy Committee in partnership with the local Phuket government worked in partnership to implement necessary policies and measures to drive sustainable urban development in Phuket. One of these aims is to ascertain that food safety measures are implemented by food vendors throughout their food supply chain, from

production to consumption. Numerous activities relating to food safety and sanitation were planned and conducted as follows:

I. Meetings about Phuket: City of Gastronomy Food Standard The appointment of UCCN has driven the local government to develop Phuket: City of Gastronomy Food Standards which were the outcome of two meetings in Chiang Mai and Phuket. In the first meeting, visits were scheduled to local plantations in Chiang Mai to observe the best practices in organic and chemical-free farming, safe food packaging, and techniques for adding more value to local gastronomic produce. Inputs from the first meeting were then discussed in the second meeting in Phuket to propose the Phuket: City of Gastronomy Food Standards, which are currently being implemented in Phuket.



II. Food Hygiene and Sanitation Audits for Phuket: City of Gastronomy Food Standards Food businesses with a size of at least 200 square meters were checked and audited by the Health Department of Phuket to evaluate whether they met the criteria of Phuket: City of Gastronomy Food Standards. Shops in the fresh market are randomly checked for food hygiene and sanitation on a regular basis to ensure that foods are safer for all Phuket's people.

III. Publication of leaflets, pamphlets, brochures, and useful printed materials about food hygiene and sanitation Since joining the UCCN, a series of useful printed materials were produced and distributed to food vendors, food handlers, and the general public about food hygiene and sanitation, the Phuket: City of Gastronomy Food Standards to enhance the sharing of experiences, knowledge and best practices of gastronomy, culture and creativity.

IV. Greener Phuket City Adding more green areas is one of the highest-priority development issues in driving sustainable development in Phuket, and many projects have been accomplished with this UCCN goal in mind. For example, activities to grow more mangrove areas are regularly performed to reduce coastal erosion and improve the marine ecosystem, which is imperative to the food supply chain.

4.4 Creating culinary learning platforms and activities to reinforce creativity and innovation in Phuket gastronomy



- The Phuket Creative Gastronomy Club is a collaborative effort among gastronomic business owners to drive Phuket to reach the UCCN's objectives.
- The Phuket: City of Gastronomy website (<http://phuketgastronomy.com/>) was set up as the main hub of information and activities relating to Phuket gastronomy. Being part of the UCCN has provided for the set-up of this website with the objective of disseminating key information about gastronomy, culture and creativity to all.

It is well organized, enabling all to navigate and search for information easily, which is vital for further research and innovation in Phuket gastronomy.

4.5 Integrating Phuket gastronomic culture, tourism planning, and sustainable urban development

Phuket Chinese New Year and Old Phuket Town Festival

This is one of the largest gastronomic festivals in Phuket, with the ultimate goal of preserving the local heritage of old Phuket town while capitalizing on the city's tourism, creativity, culture and gastronomic features to establish prosperity and sustainable development of Phuket. It started in 1998, and in 2019, it celebrated its 20th anniversary. The festival was collaboratively organized by 12 key partners from the City of Gastronomy Committee, local communities, public- and private sector organizations, and the Phuket Creative Gastronomy Club. Among the key activities were a street food zone under the theme of "City of Gastronomy and Phuket Signature Dish," with a display of 40 certified Phuket Gastronomy Standard restaurants and

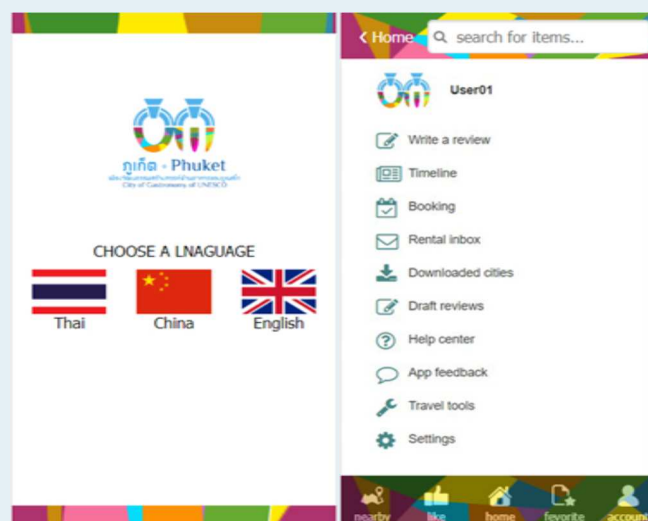


The Opening Ceremony of 20th Phuket Chinese New Year and Old Phuket Town Festival 2019

cooking demonstrations by internationally well-known chefs. In 2019, the three-day festival attracted an average of 10,553 people per day, with 88% of visitors and 12% tourists. Its economic impact was estimated at 11 million Baht (Faculty of Hospitality and Tourism, 2018).

Mobile Application of Phuket Tourism Culinary Route

The appointment of Phuket as a gastronomic city has provided another initiative by the City in adding value to gastronomic products and services, while increasing the attractiveness of Phuket toward a tourist destination and thereby creating more business value. With a budget of 2 million Baht, Phuket saw the launch of the Phuket Tourism Culinary Route mobile application to assist free, independent tourists with essential information to visit key gastronomic tourist attractions and local Thai and Halal restaurants. The application was designed by the



Office of Tourism and Sports and Phuket Rajabhat University and is available in the Thai, English, and Chinese languages. With an extensive database of over 60 local restaurants and other attractions, this pilot project is a synergized effort of all to fully integrate culture and creativity into Phuket's development and leverage the gastronomy and culture together with tourism to generate income to Phuket's community.

4.6 Building awareness of UCCN and gastronomic culture

Since Phuket's designation as a City of Gastronomy, efforts have been devoted to raising awareness among all stakeholders about the UCCN. These have ranged from publication of research projects and about local gastronomic heritage to trainings, seminars, and activities. These are summarized in the below table:

Project	Target audience	Budget (THB)	Outputs
Innovation in Phuket gastronomic culture	Food vendors and gastronomic business owners	1,012,400	Knowledge and management skills in operating culinary businesses were the main topics of this training.
Sessions on inheriting local Phuket cuisine among the youths	Students in high schools and colleges	1,085,200	The sessions helped the students learn about Phuket cuisine and food culture. Both theoretical and practical classes were parts of the courses to raise awareness and make them appreciate Phuket's gastronomic culture.
Phuket gastronomy training Project	Students in high schools and colleges	500,000	
Preserving local food heritage (taste, aroma, and uniqueness of local Phuket traditional food)	Students and lecturers in universities	350,000	This is an effort to preserve local food traditions by supporting research projects and integrating innovative technology in food and analyzing scientifically the uniqueness of local taste and the texture of local food.
Safe food trainings	Food vendors, students, local people, and general public	2,408,900	Food vendors in Phuket were introduced to food hygiene and sanitation to ensure that safer food is served and ultimately result in promoting a healthier life for all and providing a high level of confidence of food hygiene among consumers.
New Phuket Tourism Culinary Route	Tourism operators and Thai and international tourists	858,000	Research was conducted and new tourism culinary routes were introduced to help stimulate positive economic impacts to Phuket's economy.

5 Major initiatives implemented through intercity cooperation to achieve the objectives of the UCCN

As one of the UNESCO Creative Cities of Gastronomy, Phuket has continually accepted invitations to participate in several intercity events to present extended research, learn the integrated approaches that drive creative cities in other related dimensions, and experience field trips to places such as a major source of food production. Besides, there has been an exchange of points of view with leading chefs of each town and of factors that contribute to the success of gastronomy in each particular city. This exchange of knowledge among the UCCN members has led to a number of MOUs being signed during some visits to further increase international cooperation. Finally, Phuket has publicized its presence by showcasing authentic dishes delicately crafted by local chefs to the attendees.

1. Attendance at UNESCO Creative City of Gastronomy (Gaziantep, Turkey)

Date: February 19–22, 2016

Phuket City presented further executions of research outcomes to push Silk Road projects, which integrated tourism routes and the Creative City of Gastronomy.

2. Attendance at UNESCO Creative City of Gastronomy (Parma, Italy)

Date: May 8–12, 2016

Parma's methods for running a Creative City of Gastronomy, which bridge its educational department and its tourism and food industries, were studied and gained from this conference.

3. Attendance at UNESCO Creative City of Gastronomy (Dania, Spain)

Date: September 28–October 4, 2017

There was a visit to observe a source of raw materials and food production, which was beneficial in adding value in Phuket's cuisine. A case study of Pego, which is a major city of rice production, was a by-product from Dania, and Pego gained more tourists despite the fact that it was not even a tourist destination. This challenged and stimulated Phuket by developing it as a gastronomic hub to link tourism routes with other nearby secondary cities in the Andaman region, namely, Khao Lak, Phang-Nga, Krabi, and Trang.

4. Attendance at UNESCO Creative City of Gastronomy (Macao, China)

Date: January 17–19, 2018

Representatives from Phuket attended the International Gastronomy Forum along with Creative Cities of Gastronomy from 26 countries. The topic of the potential of gastronomy was raised by distinguished chefs of Macao, and there also was a factor analysis of how Macao has outstandingly succeeded as a gastronomy city.

5. Attendance at International Cuisine (Huai'an, China)

Date: September 8–10, 2018

The "Belt and Road" symposium on the International Cuisine of Huai'an was held to open the floor for public, private, and educational institutions to exchange experiences. Subsequently, it allowed Phuket to be more aware of creative gastronomy promotions, which would improve the city's economy, especially its tourism industry, including building bigger networks in China, since a greater number of its citizens have been traveling to Thailand, particularly Phuket.

6. Attendance at UNESCO Creative City of Gastronomy (Jeonju, South Korea)

Date: October 24–28, 2018

Phuket took part in the World UNESCO Food Creative City Invitation: Master Chef Cooking Concert together with Macao and Chendu, China; Tsuruoka, Japan; and Gaziantep, Turkey. All parties joined hands to endorse an MOU among professional culinary artists in each country. In addition, there were exchanges of knowhow, local ingredient introduction, and food presentation through chefs' dishes. Phuket's pineapple salad was selected to showcase in this event.



7. Attendance at UNESCO Creative City of Gastronomy (Macao, China)

Date: January 17–19, 2019

Representatives of Phuket participated in the International Gastronomy Forum Macao: UNESCO Creative Cities of Gastronomy Cooking Show and met world-renowned chefs. Interesting issues that covered best practices from each city were discussed in the forum, for example, proactive actions on achieving Sustainable Development Goals (SDGs) by using food and culture as key factors, challenges for city development such as collaboration within the network, and balancing between preserving local culture and upgrading local wisdom. Gang pu bai cha plu (crab curry served with rice vermicelli) and tod mun pla (Phuket fish cake) were also demonstrated by Chef Wit and Chef Preaw at the event.



(Phuket fish cake) were also demonstrated by Chef Wit and Chef Preaw at the event.

8. Attendance at International Cuisine (Huai'an, China)

Date: May 9–12, 2019

Representatives of Phuket joined the International Huai'an Food Expo in Huai'an, China, which was to be nominated as a City of Gastronomy, together with 12 other UNESCO Creative Cities of Gastronomy. This provided opportunities to build the network between the two cities and expand future cooperation in cuisine, culture, economy, and tourism. Importantly, Phuket delegates had an opportunity to advise and share opinions about the submitted document of the UNESCO designation.



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9. Attendance at UNESCO Creative City of Gastronomy (Gaziantep, Turkey)

Date: September 12-15, 2019

Representatives of Phuket attended the international conference together with representatives of 11 other countries. By exchanging projects to accomplish 17 SDGs for 2030, Phuket presented several environmentally friendly campaigns such as “Never-full Trash Bin”—organic waste management via an upstream process to reduce the amount of garbage and encourage agriculturists to transform organic waste into fertilizer, thereby reducing their chemical use and expenses.



6 Proposed action plan for the forthcoming midterm period of 4 years

6.1 Presentation of a maximum of three initiatives, programs, or projects aimed at achieving the objectives of the network locally

Raising consumers' (local people's and tourists') confidence in food hygiene

In having clear policies for sustainable urban development, measures are to be taken to closely monitor food vendors' implementation of necessary procedures to ensure that the standards of food hygiene and sanitation are met. Food vendors with a high standard of food hygiene will be accredited with a Phuket gastronomy certificate. Sanitation will be randomly checked at fresh food markets on a regular basis.



Researching and building an archive of Phuket gastronomy, art, culture, and literature

To broaden opportunities for Phuket's gastronomic creators and professionals, studies, research and publication of Phuket cuisine from the era of tin mining until the present, a database of Phuket gastronomy, art, culture, and literature will be accumulated, which will be an invaluable platform for studies for youths and local people and for exchange among Creative Cities of Gastronomy.

Putting the Creative City of Gastronomy and environmental friendliness at the heart of city development policies

Projects, initiatives, and campaigns are to be implemented citywide to help achieve UCCN objectives and Sustainable Development Goals 2030. In particular, these projects are aimed at raising awareness about environmentally friendly practices in the food production supply chain. Examples of future projects include trainings on food hygiene and sanitation, waste separation, no foam, and zero waste. A memorandum of understanding with piloting restaurants is one of the planned collaborations aimed at driving the no-foam policies in restaurant businesses.

6.2 Presentation of a maximum of three initiatives, programs, or projects aimed at achieving the objectives of the network on an international level, particularly those involving other member cities in the network

Plan for exchange of knowledge and networking opportunities among Creative Cities of Gastronomy

Phuket will bid to be the host of an international conference for Creative Cities of Gastronomy to learn the best practices of each city and foster greater exchange of knowledge and networking opportunities among the cities. Additionally, on 30th January thru the 1st February 2020, strategies and framework to attain UCCN mission statement will be addressed at the conference.

International gastronomy festival

Efforts will be devoted to promoting the local Phuket gastronomy festival to make it more widely known in the international arena. Chefs from member cities will be invited to join the festival to collaboratively create new menus by integrating local produce with other ingredients from member cities.

Plan for exchange of knowledge and networking opportunities among Creative Cities

To facilitate professional and artistic exchange programmes and networking's Phuket will commit to contribute to the UCCN at the international level by bidding to be the host of an international conference for Creative Cities of all fields to learn the best practices of each city and foster greater exchange of knowledge and networking opportunities among the cities to ultimately work together to achieve the objectives of UCCN for sustainable development.

6.3 Estimated annual budget for implementing the proposed action plan (Baht)

Project	2020	2021	2022	2023
Raising consumers' (local people and tourists) confidence toward food hygiene	1,500,000	1,500,000	1,500,000	1,500,000
Building creative gastronomy restaurants	500,000	-	500,000	-
Researching and building an archive of Phuket gastronomy	800,000	-	-	-
Creative City of Gastronomy and friendly to the environment at heart of city development policies	200,000	200,000	200,000	200,000
Gastronomy camp	500,000	500,000	500,000	500,000
Phuket gastronomy trainings	300,000	300,000	300,000	300,000
Marketing campaigns to promote culinary and culture tourist routes	1,070,000	870,000	1,070,000	870,000
Plan for exchange of knowledge and networking opportunities among Creative Cities of Gastronomy	5,000,000	-	-	-
International gastronomy festival	3,000,000	3,000,000	3,000,000	3,000,000
Plan for exchange of knowledge and networking opportunities among Creative Cities	-	1,000,000	-	1,000,000
Total	12,870,000	7,370,000	7,070,000	7,370,000

6.4 Plan for communication and awareness

Gastronomy Camp For Youths

Camps for youths and students about Phuket gastronomy will be arranged to foster greater awareness and communication about Phuket gastronomy which improves access to Phuket's culinary culture and participation by the younger generation.

Phuket gastronomy training courses

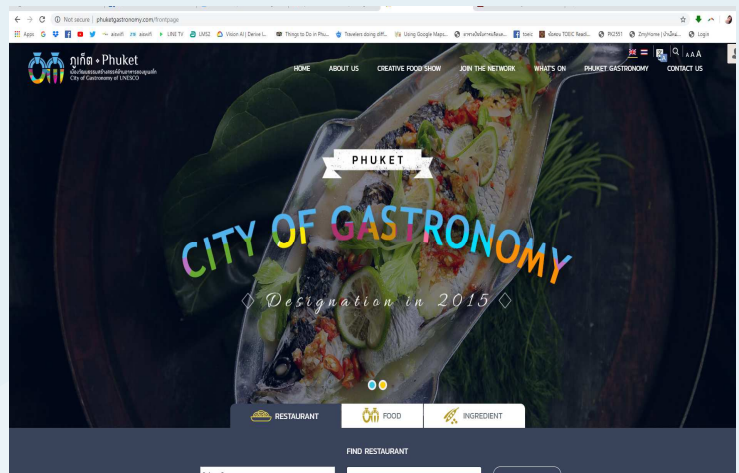
A series of trainings and seminars for youths and students in Phuket will be arranged to foster greater awareness about Phuket gastronomy. Funding will be allocated to add a co-cooking space in an existing public library as a platform for sharing knowledge and cultivating creativity in gastronomy.

Gastronomy hub of Andaman region, Thailand

Phuket as a rich-flavored city will play a vital role as a coach for neighboring provinces in the surrounding Andaman regions. As a gastronomy hub, the city plans to share best practices regarding creativity and innovation which stipulate sustainable urban development of Phuket.

Marketing campaigns to promote culinary and culture tourist routes

In order to further raise awareness of gastronomy and UCCN, a mobile application about Phuket gastronomy will be updated alongside other promotional campaigns about Phuket gastronomy in both online and offline marketing channels, such as the website of Phuket Creative City of Gastronomy (<http://phuketgastronomy.com/>) and various printed materials. These future projects are aimed at facilitating access to gastronomy, culture, creativity to all groups at international, national and regional levels.



“Local Phuket gastronomy is a true cultural legacy passed down from generation to generation. Representing a unique blend of local Phuket dishes and Chinese traditions imported during the prosperous tin mining years, Phuket cuisine is delicately prepared using fresh ingredients from the Andaman sea.”



เทศบาลนครภูเก็ต
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