

mTasting Culture

SINGAPORE VIA A MOBILE-DRIVEN STREET FOOD TRAIL

INTEGRATING FOOD TRAILS & TECHNOLOGY

CULINARY TOURISM

"Culinary tourism is an amalgamation of agriculture, culture and tourism development (Rand & Heath, 2006), and present opportunities for cultural diversity and differentiation."

IN OUR DAY TO DAY LIVES, FOOD IS SEEN AS:



SINGAPORE'S FOOD HERITAGE

SINGAPORE'S CULINARY CULTURE



"A World of Flavors" comprising of multi-ethnic groups was thus created. (Singapore Tourism Board, 2013)



FOOD CAN BE USED TO SHOWCASE SINGAPORE'S:



Local Identity

BENEFITS OF CULINARY TOURISM:

"Culinary tourism and food trails offer tourists the opportunity to get a taste of local heritage, culture, and the vibrant flavors of life in local neighbourhoods through eating and touring."

FOOD TRAILS

FOOD TRAILS SERVE TO:



SINGAPORE'S F&B TOURISM RECEIPTS:

Solely **2015Q2** Tourism receipt for Singapore's F&B Industry is

S\$541M

(Singapore Tourism Board, 2015)

KEY ELEMENTS IN A SUCCESSFUL FOOD TRAIL:



(Freidberg, 2003; Hayes & MacLeod, 2007; Mason & O'Mahony, 2007)

MOBILE TECHNOLOGY

SINGAPORE'S SMARTPHONE PENETRATION:

Singapore's mobile phone penetration rate:

148.4% (as of 2015)



Ranked highest globally for smartphone penetration



MOBILE APP

FOOD TRAILS + MOBILE TECH MOBILE APP!

FOOD TRAILS USING MOBILE TECH:

Mobile tech provides:

Satisfy the following needs of tourists:



(Costa-Montenegro et al., 2012)



(Dickinson et al., 2014; Wang, Park, & Fesenmaler, 2012; Wang & Xiang, 2012)

EFFECTIVENESS OF MOBILE-DRIVEN PLATFORMS:

They can boost visitors' overall satisfaction & interpretive outcomes by enabling:

(Wang et al., 2012)

JALAN BESAR PROJECT

A FOOD TRAIL IN SINGAPORE:

A mobile application (app) for a street food trail was developed for a local area (Jalan Besar) in Singapore, well regarded for its historical, cultural and culinary heritage.

A location-based app created in conjunction with LDR Technology Pte Ltd (www.LDR.sg) was developed for this project.

Its Pocket-Trips interactive heritage and nature trails facilitates and enhances authentic, collaborative and self-directed learning experiences at selected heritage sites around Singapore through mobile-enabled technology in the field (LDR, 2015).

The Jalan Besar area offers a kaleidoscope of preserved heritage and culture sites, unique landmarks, vibrant local flavors and colorful sights for visitors (National Heritage Board, 2015).

The Jalan Besar mobile Food Trail App enables visitors to experience and learn about the colloquial way of life, local culture and culinary heritage in this area.

Sources:

- <https://www.stb.gov.sg/statistics-and-market-insights/marketstatistics/q2%202015%20tourism%20sector%20performance%20report.pdf>
- <https://population.sg/population-in-brief/files/population-in-brief-2015.pdf>
- <https://www.ida.gov.sg/Tech-Scene-News/Facts-and-Figures/Telecommunications#1>

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