Gastronomy Tourism
Creating Value for Destinations

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<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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</thead>
<tbody>
<tr>
<td><strong>International tourist arrivals</strong></td>
<td>1466</td>
<td>409</td>
<td>446</td>
</tr>
<tr>
<td>Millions per year</td>
<td></td>
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<tr>
<td><strong>Tourism exports</strong></td>
<td>1750</td>
<td>651</td>
<td>733</td>
</tr>
<tr>
<td>Billions of USD</td>
<td></td>
<td></td>
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<tr>
<td><strong>Tourism direct GDP</strong></td>
<td>3.5</td>
<td>1.7</td>
<td>2.2</td>
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<tr>
<td>Trillions of USD</td>
<td></td>
<td></td>
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<tr>
<td><strong>2020 / 2019</strong></td>
<td>-72%</td>
<td>-63%</td>
<td>-60%</td>
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<tr>
<td><strong>2021 / 2019</strong></td>
<td>-70%</td>
<td>-50%</td>
<td>-41%</td>
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Source: World Tourism Organization (UNWTO)
How much of 2019 values has been recovered?

In January-July 2022 over 470 million arrivals were recorded, representing 57% of the arrivals in January-July 2019.

- World: 57%
- Europe: 74%
- Americas: 65%
- Africa: 60%
- Middle East: 76%
- Asia & the Pacific: 14%

Source: World Tourism Organization (UNWTO)
Changes in traveler behavior in times of COVID-19

- short-lived trends or here to stay?

**Closer**
Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travelers go for ‘staycations’ or vacations close to home.

**More responsible**
Sustainability, authenticity and localhood: travelers believe in the importance of creating a positive impact on local communities, increasingly searching for authenticity.

**Get away**
Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.

**New concerns**
Health & safety measures, multiplicity and volatility of entry requirements, and cancellation policies are consumers’ main concerns. Last-minute bookings have increased.
Key factors for the future of tourism

**Digitalization & innovation**

The digitalization of destinations and companies, including the use of big data + The creation of tourism experiences and processes in line with new market trends (diversification of markets and segments).

**Whole of government approach + PPC**

Coordination of all levels of government in the planning and management of tourism and public/private/community partnerships.

**Talent and education**

Investment in talent, education and skills development

**Sustainability**

People – Planet – Prosperity – Partnerships : Alignment with the SDGs. Step up measurement and reporting.
Travelers are focused on engaging in positive practices, including wellness activities, giving back to communities, protecting the environment, and more.

Travelers are now spending more time thinking through who and what they are traveling for, with 78% of respondents wanting to have a positive impact on the community they are visiting.¹
Type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling.
Guidelines for the Development of Gastronomy Tourism
Recommendations

Promote a model of governance that is transparent, participatory and offers leadership.
Recommendations

Promote local gastronomy as cultural heritage: Strengthen culinary identity, local products and the gastronomy of the destination.
Recommendations

Improve - scenario, atmosphere, venues and hospitality for Gastronomy Tourists.
Recommendations

Foster the creation and development of products and of experiences associated with the endogenous potential of the destination. These should be innovative, distinctive, and varied to attract Gastronomy Tourists and help position the territory as a Gastronomy Destination.
Recommendations

Promote the competitiveness of all actors in the value chain: excellence, knowledge, talent management, innovation and cooperation.
Recommendations

Develop Gastronomy Tourism Intelligence: quantify, know and characterize gastronomy tourists and analyze the dynamics of the destination.
Recommendations

Develop an authentic, credible storyline about the destination’s gastronomy as a brand argument. Gastronomic branding.
Define and adopt a plan to promote and support the marketing of Gastronomy Tourism with the participation of all agents. Gastronomy marketing.
Recommendations

Maximize the power of technology as a driver for developing Gastronomy Tourism.
Recommendations

Promote Gastronomy Tourism as a tool to progress towards sustainability and the contribution of Tourism to the SDGs.
“Boosting Tourism Development through Intellectual Property”
Flanders’s call to action on gastronomy tourism as a driver of rural development
Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve

For more information, visit our Web Page.

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UNWTO & Gastronomy Tourism

- Research
- Strategic Planning for Destinations
- Training and Capacity Building
- Advocacy and sharing of good practices
Leaving no one behind