7th UNWTO WORLD FORUM ON GASTRONOMY TOURISM
12-15 DECEMBER 2022
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>About UNWTO &amp; BCC Partnership</td>
<td></td>
</tr>
<tr>
<td>Why we do it</td>
<td></td>
</tr>
<tr>
<td>Where and When</td>
<td></td>
</tr>
<tr>
<td>The Host City - Nara</td>
<td></td>
</tr>
<tr>
<td>Activities</td>
<td></td>
</tr>
<tr>
<td>Who is participating</td>
<td></td>
</tr>
<tr>
<td>Programme</td>
<td></td>
</tr>
<tr>
<td>Outcomes &amp; Impact</td>
<td></td>
</tr>
</tbody>
</table>
ABOUT
UNWTO & BCC PARTNERSHIP
Since 2015, UNWTO aims to enhance the value of gastronomy tourism and created together with the Basque Culinary Center (BCC), the World Forum on Gastronomy Tourism.

Gathering academics, experts, producers, entrepreneurs, public institutions and other members on the value chain of gastronomic tourism to discuss current scenarios, innovative practices and the vision of the future in this sector.
WHY WE DO IT
Gastronomy is a fundamental part of the travel experience, to such an extent that it can become in many cases the main motivation for choosing a destination or experience.

For many destinations, food-making represents an integral part of their history and identity, and have become the key element in the nation's brand image.

Gastronomy and wine tourism represents an opportunity to revitalize and diversify tourism, promote local development, involve different professional sectors and bring new uses to the primary sector.

Hence, gastronomy and wine tourism contribute to promoting and branding destinations, maintaining and preserving local traditions and diversities, and harnessing and rewarding authenticity.
WHERE AND WHEN
Food as a fundamental element of all cultures, a major component of the world’s intangible heritage.

Gastronomy, as the essence of culture and a major element of intangible heritage.

Challenges in Gastronomy Tourism worldwide.

Harnessing the power of technology as a driver for sustainable growth.

Focused on Job creation and Entrepreneurship

Gastronomy Tourism: Promoting Rural Tourism and Regional Development
In 2022, the Forum will take place in Nara, Japan focused on Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve.
ACTIVITIES

Gastronomic Activities
Master Classes
Networking Environment
Debates
Exchange of Knowledge
Meetings
Presentations
Technical Conferences
Working Sessions
Roundtables
Each of the editions have hosted people from all over the world under the same theme of conversation the implications of gastronomy in the travel motivation of people and the future with a sustainable vision of this sector of tourism.

Guests invited to the different editions include international, national and regional institutional authorities, government officials, DMOs, specialized media, academia, chefs and restauranteurs, private sector representatives, gastronomy tourism organizations, MSMEs and all those whose efforts make food tourism a global reference.
A program coordinated with the gastronomic tourism value chain can offer participants an integral experience, build professional networks, generate opinion leaders and create spaces for new, innovative and disruptive projects.

The role of the private sector is essential for the development of gastronomic tourism, since the actors in the value chain are direct drivers of the initiatives undertaken within the sector. Without the Global Forum on Gastronomic Tourism, all these efforts would be isolated, acting on their own and without having a major global impact, but with this event they have a window for discussion and development among peers.
The linkages between food and tourism provide a platform for the transmission of culture, local economic development, sustainable practices and gastronomic experiences, which help to brand and market destinations, as well as support local traditions and diversity.
The Case of Japan: Gastronomy Tourism x Sustainable Tourism x Culture

MONDAY
12 December 2022

- The Case of Japan: Gastronomy Tourism x Sustainable Tourism x Culture

TUESDAY
13 December 2022

- Opening Ceremony
- Setting the Scene: A vision for the future of Gastronomy Tourism
- Fire Chat: One to one interview
- Session I: Women and Youth: A Spotlight on Talent
- Session II: Out Planet our Future: Sustainable Food.
- Session III: Scalling up for the SDGs: UNWTO gastronomy tourism pitch challenge

WEDNESDAY
14 December 2022

- Fieldwork
- World Café: sharing is caring
- Get inspired!
- Signing Ceremony: Private Sector Commitment to the Global Code of Ethics
- Wrap up- UNWTO and BCC 5 keys Takeaways
OUTCOMES & IMPACT

+30 Speakers

160 Participants Onsite

+2,000 Participants Online

7,382 Total views on Youtube

+40 Nationalities Onsite

+130 Countries Online
Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve

For more information, visit our [Web Page](#).

Join us in Nara, Japan