



th
7 **UNWTO**
WORLD FORUM
ON GASTRONOMY
TOURISM
12-15 DECEMBER 2022



Supported by



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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



2015

San Sebastian, Spain

Food as a fundamental element of all cultures, a major component of the world's intangible heritage

2016

Lima, Perú

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

2017

San Sebastian, Spain

Challenges in Gastronomy Tourism worldwide.

2018

Bankok, Thailand

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

2019

San Sebastian, Spain

Focused on Job creation and Entrepreneurship

2021

Flanders, Belgium

Gastronomy Tourism: Promoting Rural Tourism and Regional Development

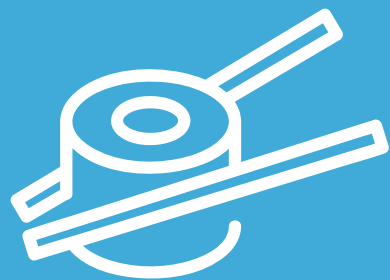


THE HOST CITY

Nara

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

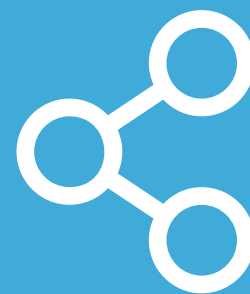
ACTIVITIES



Gastronomic
Activities



Master Classes



Networking
Environment



Debates



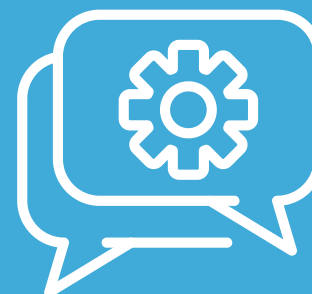
Exchange of
Knowledge



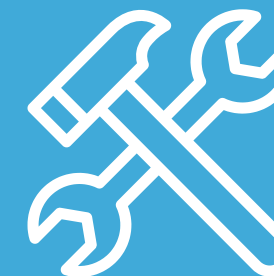
Meetings



Presentations



Technical
Conferences



Working Sessions



Roundtables

PARTICIPANTS

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.**

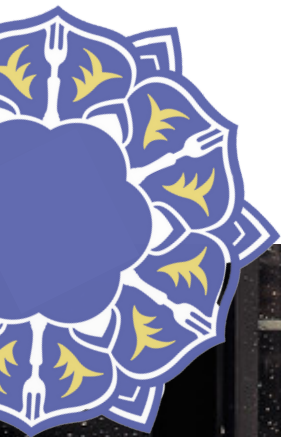
Guests invited to the different editions include **international, national and regional institutional authorities, government officials, DMOs, specialized media, academia, chefs and restaurateurs, private sector representatives, gastronomy tourism organizations, MSMEs and all those whose efforts make food tourism a global reference.**

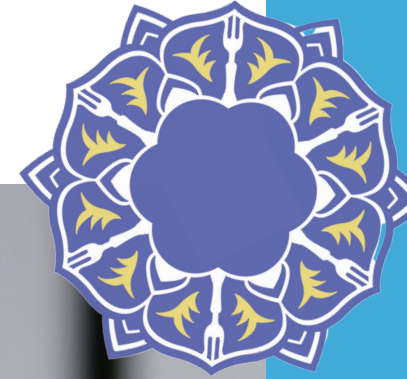


RELATIONSHIP WITH THE SECTOR

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.

7TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

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



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