

# UNWTO World Forum on Gastronomy Tourism



# Mission & Vision

Nurture the exchange of experiences between experts in tourism and gastronomy, to identify good practices and to promote gastronomy tourism as a factor for the development of destinations.

Put the spotlight on the role of Gastronomy Tourism as a tool for promoting sustainable social development, creating opportunities for the younger generations, and nurturing future talents.





# Goals

Highlight the power of Gastronomy Tourism in enriching the experiences of travelers, while providing development opportunities and creating connections with local residents, their culture, history, nature, and heritage.



# UNWTO & BCC

Since 2015, UNWTO aims to enhance the value of gastronomy tourism as a tool for sustainable development and resilience.

Jointly with the Basque Culinary Center (BCC), UNWTO created the World Forum on Gastronomy Tourism to gather academics, experts, producers, entrepreneurs, public institutions and other members of the Gastronomy Tourism value chain to discuss current scenarios, innovative practices and the vision for 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.

Gastronomy 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, it contributes to promoting and branding destinations, maintaining and preserving local traditions and diversities, and harnessing and rewarding authenticity.





# Participants

Each of the editions have hosted people from all over the world under the same theme of conversation: **the influence of gastronomy in the motivation of travelers and the vision of a sustainable and inclusive future of this sector.**

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







# ACTIVITIES



Gastronomy Experiences



Masterclasses



Networking



Debates



Exchange of Knowledge



Meetings



Presentations



Technical Conferences



Working Sessions



Roundtables



# Past Editions

2015

2016

2017

2018

2019

2021

2022

San Sebastian, Spain

Lima, Perú

San Sebastian, Spain

Bankok, Thailand

San Sebastian, Spain

Bruges, Belgium

Nara, Japan

Defining current trends and challenges in Gastronomy Tourism

Gastronomy Tourism, an essence of culture and a major element of intangible heritage

Boosting the professional development of the sector

Harnessing the power of technology as a driver for sustainable growth

Gastronomy Tourism: Creating Jobs and Promoting Entrepreneurship

Gastronomy Tourism: Promoting Rural Tourism and Regional Development

Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve





# Outcomes & Impact

2015-2022

**+200**  
Speakers

**+3,800**  
Participants  
onsite

**+3,200**  
Participants  
online

**+9,000**  
Total views  
on Youtube

**+85**  
Countries  
onsite

**+100**  
Countries  
online





**2023 edition**

# 8th UNWTO World Forum on Gastronomy Tourism

**Gastronomy Tourism: Back to the Roots**

5-7 October, Donostia-San Sebastián, Spain

**Register here!**

