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.
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 restauranteurs, private sector representatives, startups, gastronomy tourism organizations, MSMEs, and all those whose efforts make gastronomy tourism a global reference.
ACTIVITIES

- Masterclasses
- Technical Conferences
- Working Sessions
- Roundtables
- Gastronomy Experiences
- Debates
- Meetings
- Presentations
- Networking
- Exchange of Knowledge
- Technical Conferences
- Working Sessions
- Roundtables
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
8th UNWTO World Forum on Gastronomy Tourism

Gastronomy Tourism: Back to the Roots

5-7 October, Donostia-San Sebastian, Spain

Register here!