

**15th IFTM – UNWTO
Training Programme**

Gastronomy tourism

**Creating value for
destinations**



ON TRACK FOR RECOVERY

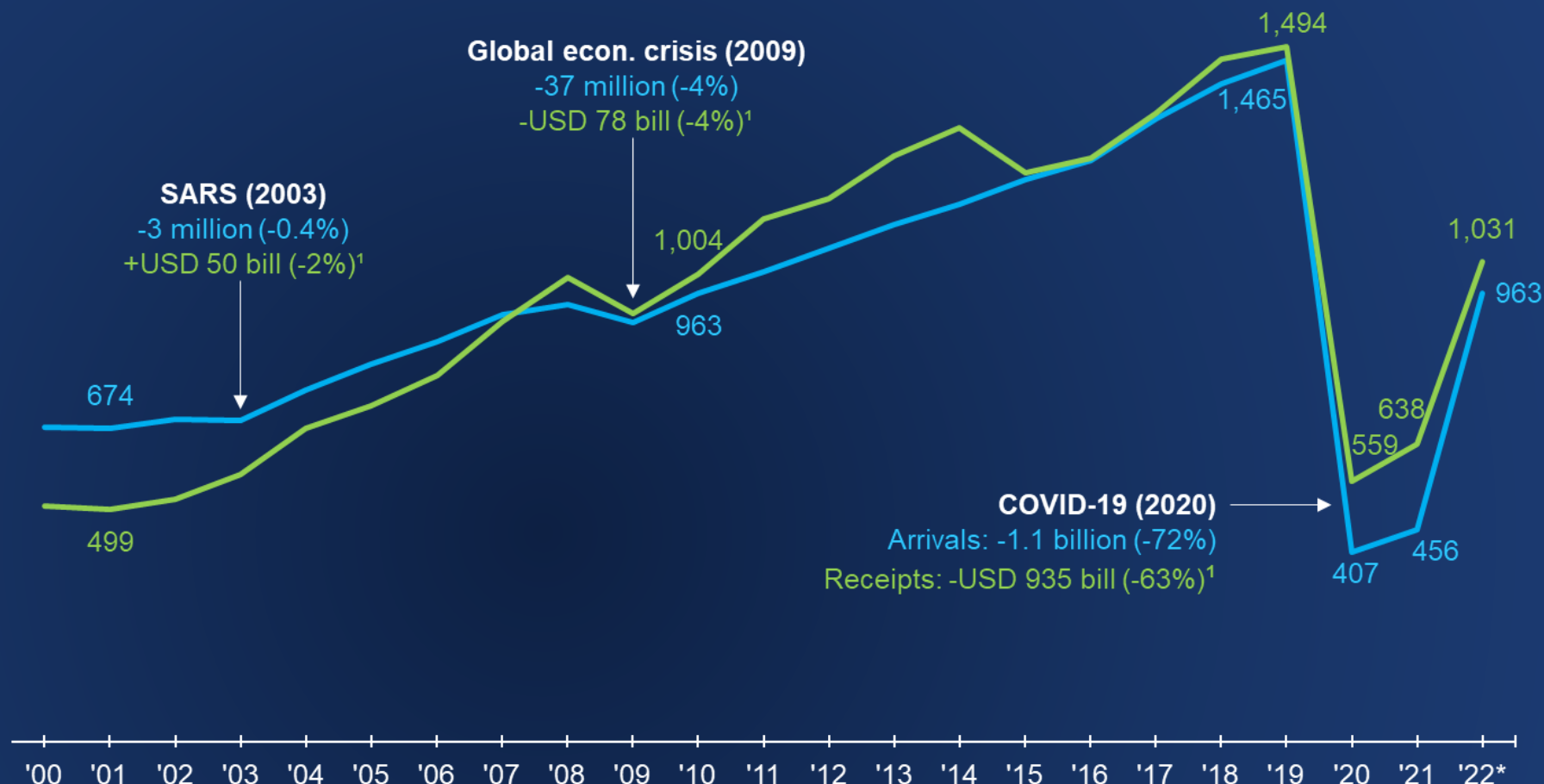
International tourist arrivals and receipts

— Arrivals (mill)
— Receipts (USD bill)

Source: UNWTO (May 2023)

* Provisional data

¹ Change in local currencies and constant prices



How much of 2019 values has been recovered?

International tourist arrivals

Percentage of 2019 levels recovered in Q1 2023 (%)*



World

80%



Europe

90%



Americas

86%



Africa

88%



Middle
East

115%



Asia & the
Pacific

54%



How much of 2019 values has been recovered?

International tourism receipts

Percentage of 2019 levels recovered in 2022 (%)*



World

64%



Europe

87%



Americas

68%



Africa

75%



Middle
East

71%

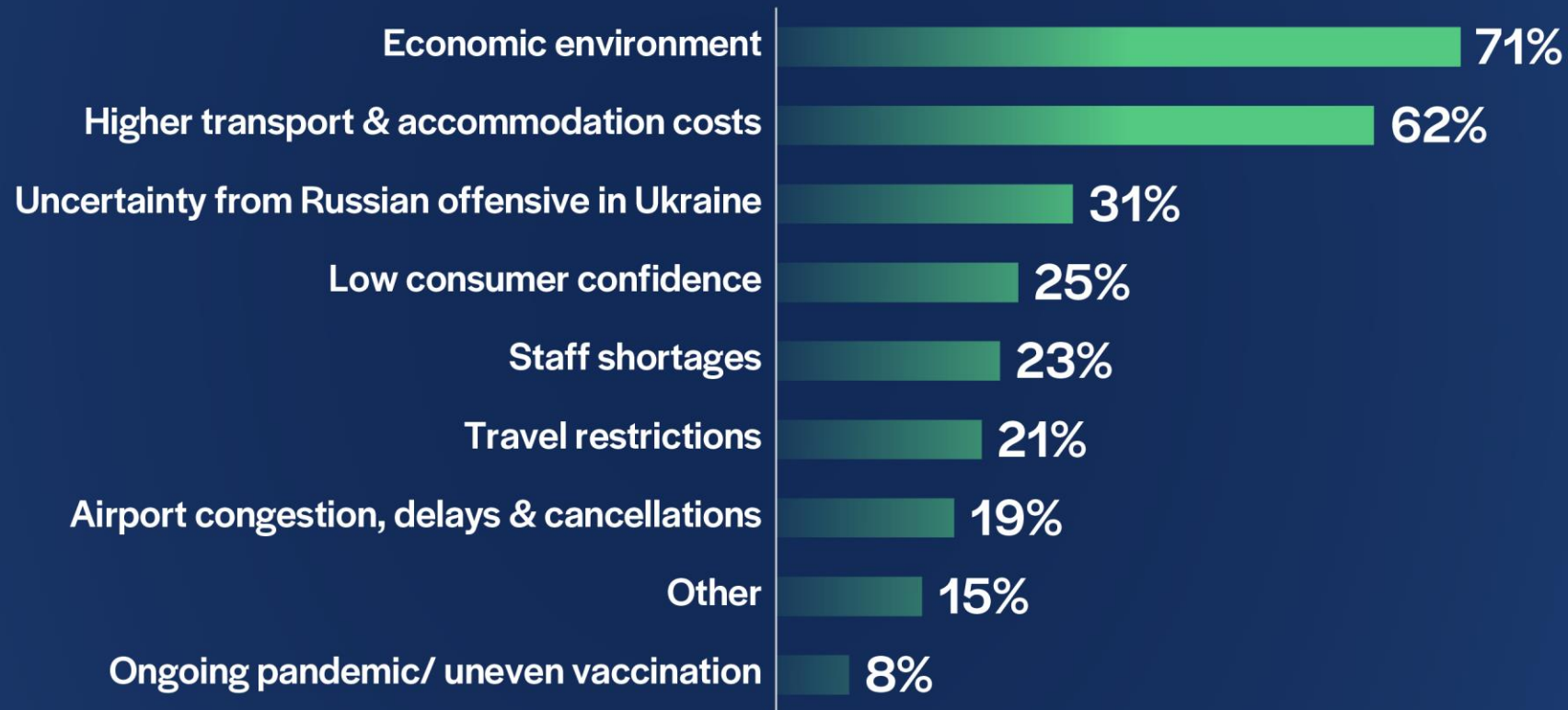


Asia & the
Pacific

28%



What are the main factors weighing on the recovery of international tourism?



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.

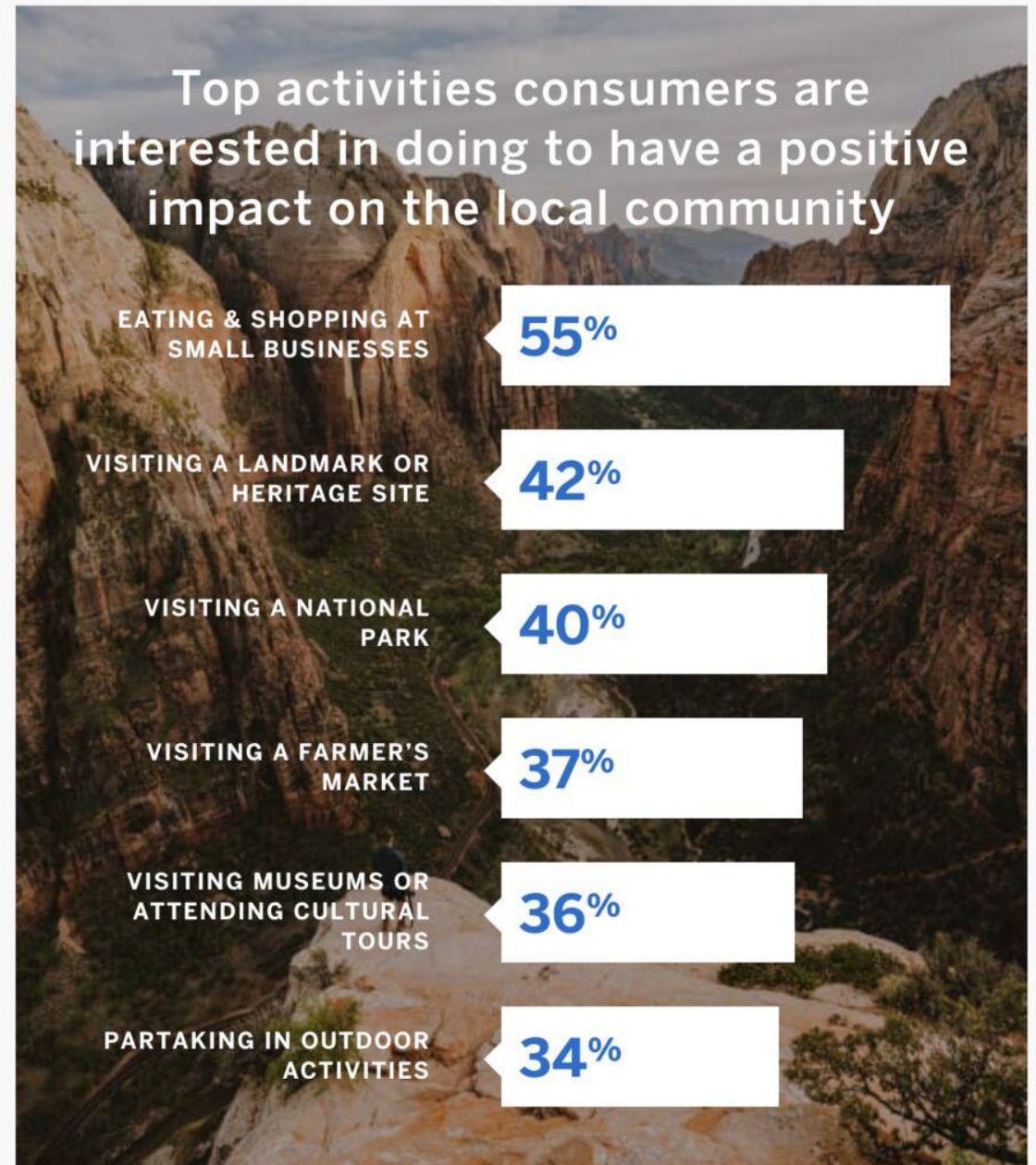


New concerns

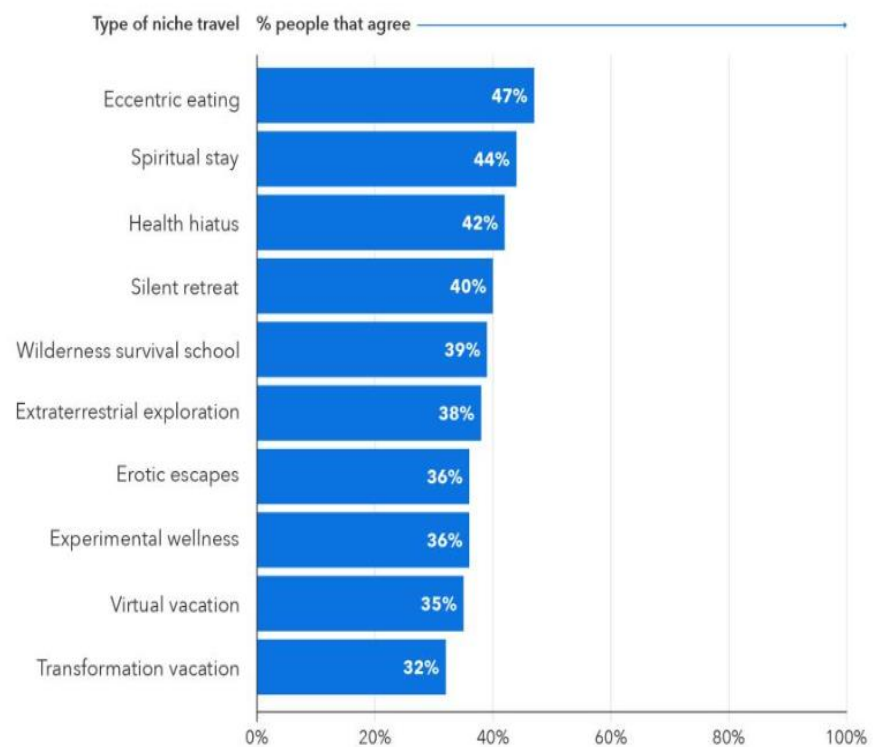
Health & safety measures, multiplicity and volatility of entry requirements, and cancellation policies are consumers' main concerns. Last-minute bookings have increased.

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



THE MOST POPULAR TYPE OF NICHE EXPERIENCES



People are choosing their next travel destination based on what they will eat—from top restaurants, to local favorites, to cooking classes.



81%

of respondents agree that trying local foods and cuisines is what they look forward to most while traveling

75%

of respondents are most interested in eating at local restaurants when traveling this year

66%

of Gen-Z and Millennials agree that they get most of their inspiration for where to eat and what to eat from social media

Gastronomy Tourism

Type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling.



UNWTO & Gastronomy Tourism

- Research
- Strategic Planning for Destinations
- Training and Capacity Building
- Advocacy and sharing of good practices





Guidelines for the Development of Gastronomy Tourism



Recommendations

1

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

Recommendations

2

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

Recommendations

10

Promote Gastronomy Tourism as a tool to progress towards sustainability and the contribution of Tourism to the SDGs.

“Boosting Tourism Development through Intellectual Property”



MOROCCO



MEET THE CHEF MOHAMED FEDAL

Mohamed Fedal, or Chef Moha, born May 30th 1967 in Marrakech (Morocco), is a Moroccan chef and founding manager of several restaurants in Marrakech, Madrid and Paris.

He is also a jury member of the culinary reality show Master Chef Maroc since 2014. Chef Moha is known for his participation in major international events where he represents Morocco and Moroccan gastronomy.

His favourite dish is the *tanjia*. This typical Marrakech dish has been rethought by the chef in both taste and form, he revisited it and dazzled the jury of the Embassy Chef Challenge in Washington in 2017.

MOROCCO GASTRONOMY MUSTS

SAFFRON (Saafrane beldi)



CUMIN (Kamoun)



CINNAMON (Karfa)



TURMERIC (Kharkoum)



RASS EL HANOUT



A TOUR OF AFRICAN GASTRONOMY



DO IT YOURSELF! BAKED WHOLE RED SNAPPER CREOLE STYLE

INGREDIENTS

- 1 red snapper
- 30 g of crushed garlic
- 30 g of crushed ginger
- 20 g of chopped parsley
- 20 g of chopped thyme
- 10 g of fresh ground chili
- Juice of 1 lemon
- 100 g of crushed onion
- 300 g of sliced onion
- 600 g of sliced tomatoes
- 60 ml of vegetable oil
- Salt and ground black pepper

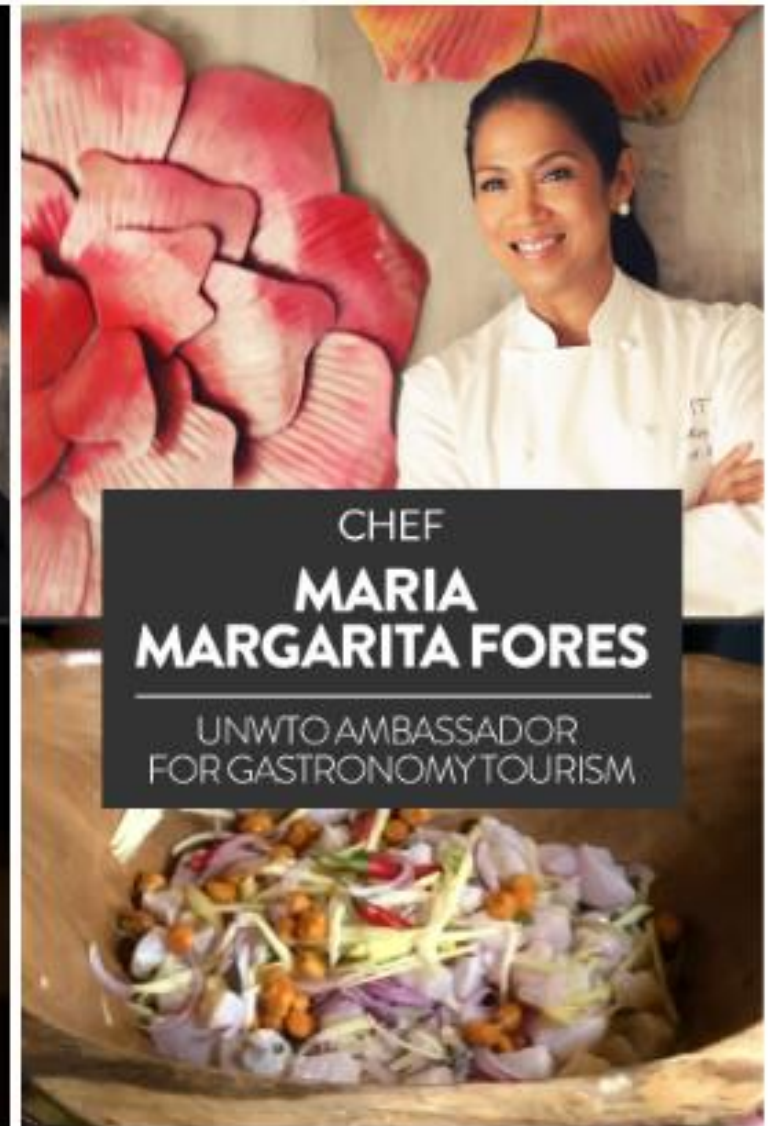
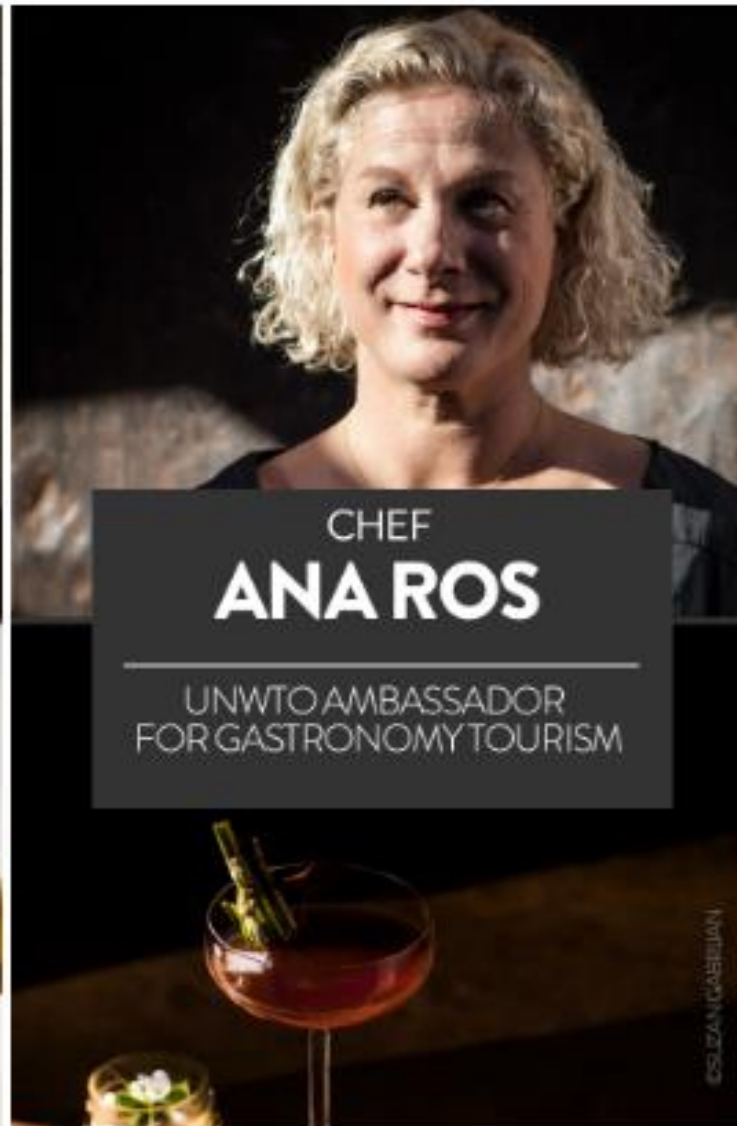
STEP BY STEP

- 1 Clean the fish well and make 3 large incisions on both sides with a sharp knife.
- 2 Mix garlic, ginger, parsley, thyme, chili, lemon juice, crushed onions and seasoning to fill the incisions on both sides of the fish and rub nicely on both sides. Allow to marinate for 2 hours.
- 3 Place the fish in a baking tray with marinade, coat with 35 ml of oil and place in a hot oven for 15 minutes.
- 4 Heat the remaining 30 ml of oil, add sliced onions and tomatoes, season well and place on top of the fish and allow to bake for a further 15 minutes.
- 5 Serve with rice and chutney.

UNWTO / BCC Start up Competitions



UNWTO Ambassadors for Sustainable Tourism



8th UNWTO World Forum on Gastronomy Tourism



Gastronomy Tourism: Back to the Roots
5-7 October, Donostia-San Sebastián, Spain

Bon appétit!
Thank you!

