Sharing is caring

8th UNWTO World Forum on Gastronomy Tourism
Donostia - San Sebastian, 06/10/23
Instructions
What is Food for you? (One word, in English)
89 responses
What is for you gastronomy tourism? Vote only 2 options

- Fine dining: 3
- Visiting food industries: 10
- Guided tours: 5
- Casual dining: 8
- Learning about the origin / producers: 63
- Street food: 19
- Food markets: 26
- Food-related events: 12
- Cooking classes: 2
- Tastings: 10
- Landscape: 7
- Others: 0
Challenges to empower producers. 2
Options max

- Marketing: 19
- Invest in facilities (toiletries, tasting room, shop...): 19
- Customer care: 7
- Foreign languages: 11
- Hire specialized staff / training: 21
- Tourist product development: 45
- Opening hours: 1
- Connection with hospitality sector: 34
- Legislation: 22
- Others: 4

13, 7, 1, 93
Challenges to strengthen connection between producers and chefs

- Lack of interest of producers: 4.8
- Not enough production: 5.4
- Not profitable for producers: 5.5
- Too expensive for restaurants: 4.9
- Restaurants don't respect seasons: 5.1
- We simply don't know each other: 6.5
- Others: 1.4

Very important
What are you doing to address food waste?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Menu engineering / cycle</td>
<td>30%</td>
</tr>
<tr>
<td>Reduce portions</td>
<td>25%</td>
</tr>
<tr>
<td>Educate customers</td>
<td>42%</td>
</tr>
<tr>
<td>Train staff</td>
<td>36%</td>
</tr>
<tr>
<td>Recycle/Composting</td>
<td>65%</td>
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<tr>
<td>AI/Digitalization</td>
<td>9%</td>
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<tr>
<td>More plant-based options</td>
<td>16%</td>
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<tr>
<td>Own orchard/feeding animals</td>
<td>13%</td>
</tr>
<tr>
<td>Educate providers</td>
<td>29%</td>
</tr>
<tr>
<td>Others</td>
<td>6%</td>
</tr>
</tbody>
</table>
The future of gastronomy tourism is...

- Extremely promising: 28
- Very promising: 39
- Promising/Optimistic: 21
- Similar to other niches: 1
- Dunno/Meh: 1
- I'm pessimistic: 4
- Why am I here?: 0
Major challenges to the future of Gastronomy Tourism

- Environmental Sustainability: Strongly disagree (3.3)
- Shortage of Staff: Strongly disagree (3.3)
- Coordination among all actors: Strongly disagree (4)
- Social sustainability / overtourism: Strongly agree (3.9)
- Price inflation: Strongly disagree (3.5)
- Foodification / Loss of authenticity: Strongly agree (4)
- Others: 1.4
Your main priority for the development in Gastronomy Tourism (1/2 words max)  
257 responses
Thank you!

¡Gracias!
Eskerrik asko!