Key takeaways from the 8th World Gastronomy Tourism Forum Forum 2023
1. Gastronomy is prestigious. Gastronomy tourism is on the rise

- Destinations need a gastronomy tourism strategy
- Involving all stakeholders is a must
- We have a responsibility regarding authenticity, preservation of traditions and forwarding profit to producers
2. SUSTAINABILITY IS BROAD. REDUCING FOOD WASTE IS SPECIFIC

- Local sourcing and waste measurement are key
- Take into consideration the hierarchy of food
- Technology might help dramatically
- Legislation has to be updated
- Governance and coordination are key
3. LIVING AL FRESCO

• After the pandemic we all became more outdoorsy
• This is a great opportunity to bring visitors to the countryside and offer more experiential services
4. BUILD A GASTRONOMY TOURISM ROADMAP FOR AFRICA
5. AGRITOURISM REVAMPED?

- An enriching experience
- A deeper interaction with producers
- **Bigger profit** for rural destinations
- Education for urban kids
- Easier to generate a locally-supplied stay
There is an urgent need of creating alliances between various stakeholders, including producers, restaurants, educators, schools, and institutions. Bringing together producers and chefs.
7. PRESERVE TRADITIONS

- Fight *foodification*, enhance authenticity
- Denominations and Indications of Origin as tourist resources
- Recover old recipes, help transfer of food and gastronomy-related heritage
- Academia as a valuable collaborator in this process
8. EDUCATION

- Hospitality enterprises and staff
- Food providers
- Producers
- Consumers
- Education to improve food chain
9. TELL STORIES, BUT DON’T FAKE IT, OVERWHELM OR OVERPROMISE

- People love stories
- **Food make great stories**
- But let’s keep it real and honest
- Respect traditions and communities
- Enhance the senses
10. BACK TO THE ROOTS. PRODUCERS, KEEPERS OF LIFE

- Institutions help create structures that facilitate the growth of small-scale producers
- Education is the key for them to stay in their territories and to preserve culinary heritage
- Experience design, Legislation, reducing the gap with hospitality enterprises
SEE YOU IN 2024!
¡NOS VEMOS EN 2024!
HURRENGO URTERA ARTE!