



Key takeaways from the 8th World Gastronomy Tourism 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



6. GOVERNANCE AND COORDINATION

- 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!

