UNWTO Completes Gastronomy Tourism Project for Ubud, Indonesia

Bandung, Indonesia, 12 December 2023 - UNWTO has concluded the Gastronomy Tourism Project, designed to make Ubud, Indonesia, a global hub of sustainable gastronomy tourism. Within the framework of Indonesia’s annual Tourism National Coordinative Meeting, the project’s final report was presented to the Minister of Tourism and Creative Economy, Sandiaga Uno, and to the Gianyar Regional Government.

The UNWTO Gastronomy Tourism Product Development Project in Ubud was developed with the Ministry of Tourism and Creative Economy with the aim of growing gastronomy tourism as a pillar of cultural and gastronomic heritage and to boost the local economy, create jobs and drive sustainable and inclusive development. The project was divided into three phases:

- **Phase 1**: Analysis and diagnosis: inventory and evaluation of gastronomy resources, analysis of demand indicators, market study, online positioning and influencers in gastronomy tourism
- **Phase 2**: Technical design: conformation of the development of the Gastronomy Tourism experience in Ubud, including governance, communication and positioning models
- **Phase 3**: Development of the business plan: definition of indicators for measuring the impact and the outcomes of the project, design and format of the gastronomy experiences, business model and a communication plan for key source markets

As part of the project final visit, the Ministry of Tourism and Creative Economy will host a workshop for local stakeholders from both the public and private sectors in Ubud to discuss the outcomes of the project. The workshop will welcome participants from regional and local Destination Management Organizations, as well as representatives of gastronomy-related businesses and academia, to discuss an action plan and pave the way forward to turn Ubud into a global hub of sustainable and authentic community-based gastronomic experiences. The workshop will also focus on the next steps, such as the creation of a Gastronomy Tourism Club to support a structured governance model.

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