



UNWTO

World Tourism Organization

Gastronomy Tourism Creating Value for Destinations

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COVID impact on international tourism, exports and direct tourism GDP

International tourist arrivals

Millions per year



Tourism exports

Billions of USD



Tourism direct GDP

Trillions of USD



How much of 2019 values has been recovered?

In January-July 2022 over 470 million arrivals were recorded, representing 57% of the arrivals in January-July 2019.



World

57%



Europe

74%



Americas

65%



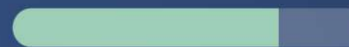
Africa

60%



Middle East

76%



Asia & the Pacific

14%



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.



Key factors for the future of tourism



Digitalization & innovation

The digitalization of destinations and companies, including the use of big data + The creation of tourism experiences and processes in line with to new market trends (diversification of markets and segments).



Talent and education

Investment in talent, education and skills development



Whole of government approach + PPC

Coordination of all levels of government in the planning and management of tourism and public/private/community partnerships

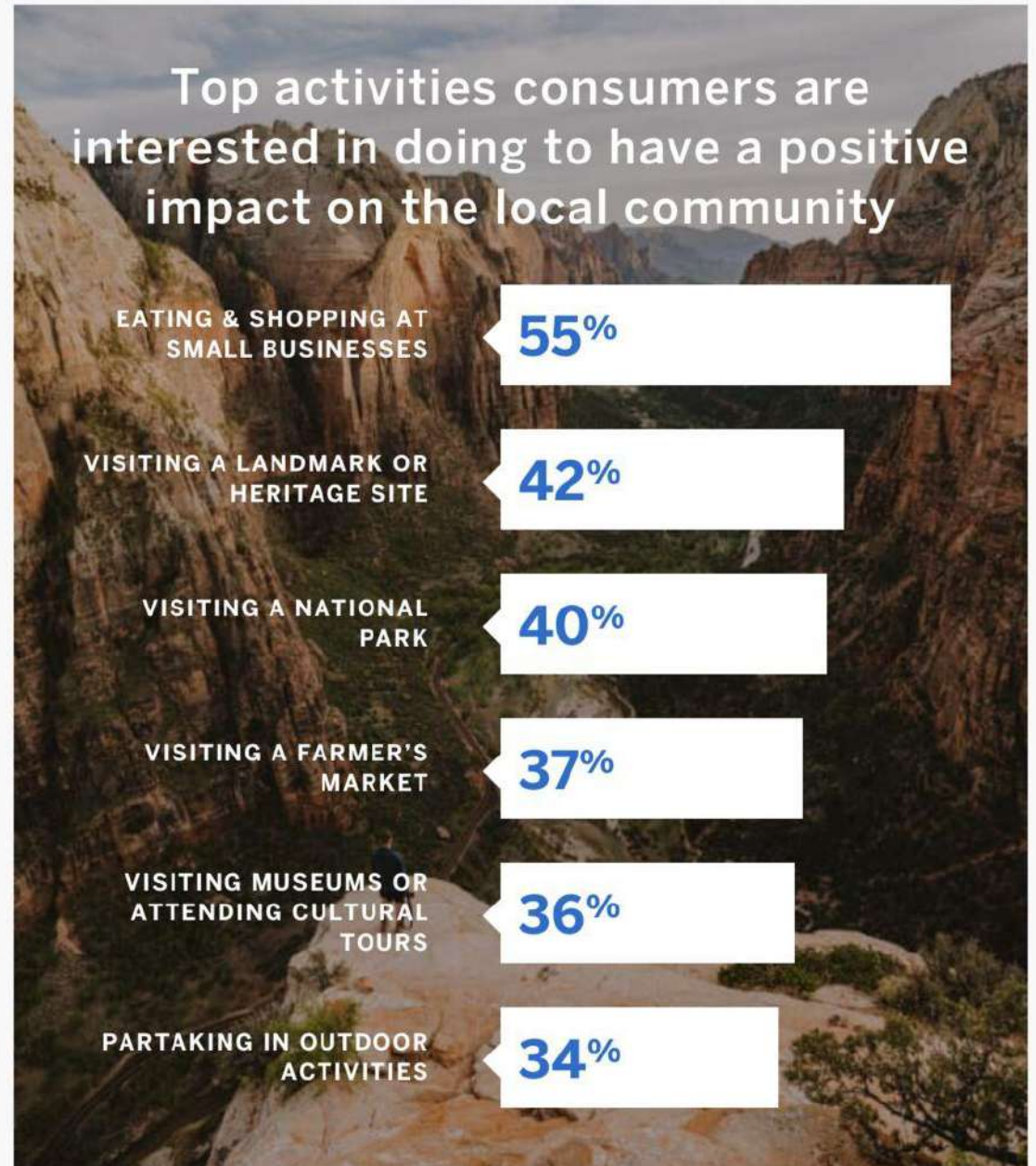


Sustainability

People – Planet – Prosperity – Partnerships : Alignment with the SDGs.
Step up measurement and reporting.

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



Gastronomy Tourism

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



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

3

Improve - scenario, atmosphere, venues and hospitality for Gastronomy Tourists.

Recommendations

4

Foster the creation and development of products and of experiences associated with the endogenous potential of the destination. These should be innovative, distinctive, and varied to attract Gastronomy Tourists and help position the territory as a Gastronomy Destination.

Recommendations

5

Promote the competitiveness of all actors in the value chain: excellence, knowledge, talent management, innovation and cooperation.

Recommendations

6

Develop Gastronomy Tourism Intelligence: quantify, know and characterize gastronomy tourists and analyze the dynamics of the destination.

Recommendations

7

*Develop an authentic, credible storyline about the destination's gastronomy as a brand argument.
Gastronomic branding.*

Recommendations

8

Define and adopt a plan to promote and support the marketing of Gastronomy Tourism with the participation of all agents. Gastronomy marketing.

Recommendations

9

Maximize the power of technology as a driver for developing Gastronomy Tourism.

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”



UNWTO World Forum on Gastronomy Tourism



**Flanders's call to
action on
gastronomy
tourism as a
driver of rural
development**





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7 **UNWTO**
WORLD FORUM
ON GASTRONOMY
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12-15 DECEMBER 2022

Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve

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Leaving no one behind

