CONCLUSIONS

- Prominently featuring the raw materials and the different components of the extensive value chain involved in the gastronomic experience, such as agriculture, fisheries, livestock, the market culture and distribution, along with associated aspects of traditional cuisine are strategic elements. Traditional crops and historical roots are part of this concept. Also, the inclusion of local communities in this activity is essential.

- Gastronomy tourism must be based on the wide variety of forms of consumption and must be able to feature all aspects and approaches, including the most popular and social styles such as everyday and family dining.

- Gastronomy tourism is a tool for promoting all kinds of resources. Thus, cultural diversity and biodiversity become key tourist attractions. Special mention should be given to the preservation of heritage in all its forms, tangible and intangible.

- Social and economic changes have led to greater importance being given to environmental, cultural, and ethical concerns, as well as to issues related to health and lifestyle, and gastronomy tourism should include criteria relative to responsibility, solidarity and sustainability.

- Proper management of gastronomy tourism should include a firm commitment to research. Furthermore, the training that gastronomy tourism requires should be multidisciplinary, flexible, and evolutionary. It should encourage creativity and entrepreneurship and incorporate the latest trends so they can be applied quickly in the sector. Networking is also a key tool for learning and this can be enhanced with gastronomy fairs and forums. All this is especially important in the training of new talent for the future.

- The practice of diplomacy through gastronomy or “gastrodiplomacy” is an element to consider in the field of gastronomy tourism and in the use of tourism as a way to promote understanding among peoples and bringing them closer together.

- The keys to success for the proper management of gastronomy tourism on the part of the destination and for generating successful gastronomy tourism products include the following: leadership, creativity, teamwork, long-term vision, courage and setting ambitious goals. Teamwork involves collaboration at all levels, i.e., public-private, public-
public and private-private. In this regard, the concept of “competition” is highly relevant. It also requires the establishment of a clearly defined roadmap, a comprehensively developed communications strategy and a clear commitment to continuous innovation processes.

- Gastronomy tourism management should include elements of transparency and consumer protection.

- The UNWTO can actively support the promotion of gastronomy tourism in different countries, in terms of both knowledge and the practical application of product creation models, through its Gastronomy Network and Prototype Methodology.