1. INTRODUCTION

The 2nd UNWTO World Forum on Gastronomy Tourism, launched by UNWTO and the Basque Culinary Center (BCC) in 2015, will be held on 27 to 29 April 2016 in Lima, in collaboration with the Government of Peru. In this edition, the world’s leading experts will discuss the current situation and the challenges faced by this type of tourism, with the aim of promoting the professional development of the sector, the exchange of experiences and the identification of best practices.

The main objective of the 2nd UNWTO World Forum on Gastronomy Tourism is to improve the quality of public management in gastronomy tourism.

Specific objectives are listed below:

- Enhance assessment of the needs and opportunities for improvement in the management of gastronomy tourism on a global scale.
- Share success stories of initiatives that successfully link tourism and gastronomy internationally.
- Establish dynamic exchange mechanisms between professionals to better identify the needs and issues involved in the development of gastronomy tourism.
- Promote innovation in the tourism sector starting with the establishment of sustainable development as a foundation.
- Draw valid conclusions for participants from the public and private sectors as input for their future strategic decisions.

2. FORUM SESSIONS

The structure of the 2nd World Forum on Gastronomy Tourism is divided into sessions. Objectives of the sessions are listed below:

- Encourage further analysis and reflection around the topics of the Forum
- Foster the exchange of know-how and best practices
- Optimize the use of existing synergies between the different stakeholders (public institutions, companies, chefs…) in the development of gastronomy tourism.

Every session lasts 4 hours and comprises two parts:
- Panel discussion
- Workshops
METHODOLOGY

- **Panel discussions**: Each speaker will provide a brief presentation of his/her topic (10 minutes maximum and no powerpoints). These presentations will be followed by a debate among the panellists and will serve as a kick-off point for an inspiring discussion during the workshops.
- **Workshop**: After panel discussions, participants will split into groups of 40 to generate an interactive debate led by each of the speakers.
- **Outcomes**: At the end of every part of the session, the coordinator will summarize the debate and list down the main findings of the discussion. A general coordinator will be in charge of compiling all the findings and draw the general conclusion of the session.

3. TOPICS AND ISSUES TO BE ADDRESSED

28 APRIL

SESSION 1: CHALLENGES IN GASTRONOMY TOURISM

This session provides a space to address the main challenges gastronomy tourism stakeholders face. The debate aims at evaluating the current and future situation of the sector, analysing its evolution and potential changes in the consumer behaviour while identifying the key elements for success.

**Elements for the discussion:**
- Current situation and global outlook of gastronomy tourism
- What are the most significant trends today in gastronomy tourism (both from a supply and demand side)?
- Developments in the gastronomy tourism sector
- Key elements to create a successful gastronomy tourism destination
- What does a destination need to position itself as gastronomy tourism destination?
- Can all destinations become a gastronomy tourism destination?
- Why is gastronomy tourism "in vogue"?
- Distinguishing between the role of gastronomy in tourism and gastronomy tourism.

SESSION 2: BEST PRACTICES IN GASTRONOMY TOURISM

This session of the Forum will serve as a space to identify the best practices in gastronomy tourism globally.

**Elements for the discussion:**
- Discussion of the key elements for successful gastronomy tourism experiences worldwide in the following areas:
  - Strategy
- Destination management
- Knowledge
- Branding
- Product Development
- Cultural heritage, interculturality...
- Governance models
- Communication
- Marketing
- Implications of gastronomy tourism development for tourism policy

29 APRIL

SESSION 3: PRODUCT DEVELOPMENT AND EXPERIENCES IN GASTRONOMY TOURISM

In this session, panellists will explore the development of tourism products and the tourism experience as a theory, hence identifying the core elements for the conceptualization, development, promotion, communication and selection of sale channels of the product.

Also, this session will serve as an opportunity to launch the gastronomy tourism prototype in Peru which will focus on the link between gastronomy tourism and social cohesion, the impact on local communities and the enhancement of intangible heritage.

Elements for the discussion:
- What do we mean by gastronomy tourism products and experiences
- Leadership and decision-making process
- How to concretize the public-private collaboration
- What stakeholders are involved in the development of products and experiences? Who are the important
- How is the plan designed
- How is the plan managed
- How do we combine the different marketing instruments
- How do we communicate it efficiently

SESSION 4: TRAINING AND SKILLS IN GASTRONOMY TOURISM

The last section will explore the gastronomy tourism value chain to identify the profile backgrounds and skills required to drive development in this field. In this regard, panellists will share their views and discuss on the individual training needs of each of the elements of the value chain.

Elements for the discussion:
- Gastronomy Tourism value chain
- What are the profiles and skills expected from Gastronomy Tourism professionals?
- Training in the hospitality and restaurants industries

In collaboration with:
Training in the hotel industry area, tour operators and travel agencies (inbound and outbound), as well as tour guides  
Training in cultural and gastronomy related offer programming  
Training in conceptualization and management of gastronomic events  
Training of professionals in the public sector  
Occupational training  
Degrees in Tourism and Graduate Programs in Gastronomy Tourism  
Models of cooperation between academic institutions  

4. ORGANIZATION OF THE WORLD FORUM

4.1. Organizing Committee and Technical Committee

In the framework of the preparation of the World Forum, an Organizing Committee and a Technical Committee will be formed.

The Organizing Committee, the first group to be created, will be comprised of a panel of experts appointed by UNWTO and the Government of Peru, together with a representative of the Basque Culinary Center. As far as the Technical Committee is concerned, it will have representatives from UNWTO, the BCC and PROMPERÚ, as well as a technical coordinator from the group of experts of the UNWTO Gastronomy Network.

The Technical Committee will draft and agree on a final action plan which will include the selection of the topics, and speakers of the sessions as well as participants, to be approved by the Organizing Committee of the World Forum on Gastronomy Tourism. The Forum content will be developed with the support of the UNWTO Gastronomy Network group of experts.