Global report on Gastronomy Tourism
(Second edition)

Affiliate Members Report: Volume sixteen
Member States and Associate Members

Bulgaria
Colombia
Croatia
Czech Republic
Flanders
Georgia
Indonesia
Ireland
Mexico
Slovenia
Spain
Turkey
Affiliate Members Contributors

Agencia de Turismo de Galicia
Agència de Turisme de les Illes Balears (ATB)
Agència Valenciana del Turisme
Associação Portuguesa de Turismo de Culinária e Economia (APTECE)
Association Mondiale pour la Formation Hôtelière et Touristique (AMFORHT)
Bournemouth University
Cámara de Comercio de Bogotá
Centro de Formación en Turismo (CENFOTUR)
Culinary Tourism Alliance
Ernst and Young (E&Y)
Freixenet
Fundación Universitaria CAFAM
George Washington University
Grupo Menús / Fibega
Haaga-Helia University of Applied Sciences Finland
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Hong Kong Polytechnic University
Horwath HTL
Hungarian Tourism Agency
International Center of Wine and Gastronomy
Japan Travel and Tourism Association
La Rochelle Tourism Management Institute
Madison MK
Madrid Destino
NH Hotels
Observatorio Turístico del Estado de Guanajuato
OSTELEA School of Tourism and Hospitality
TripAdvisor
Universidad Anáhuac México
Universidad Autónoma del Estado de México
Universidad de San Martín de Porres
University of Deusto
Relevance of Gastronomy for Tourism

Key resource to design tourism products with high value added.

Five main reasons:

1. Differentiation / Unique selling proposition
2. Addressing a new traveler profile
3. Flow to less visited locations
4. Effective communication strategy and narrative
5. Visitor loyalty
1. Progress of UNWTO Gastronomy Tourism Initiatives
2. Product development and experiences in gastronomy tourism
3. Challenges in gastronomy tourism
4. Communication and branding
5. Good practices in gastronomy tourism worldwide
6. Training and skills in gastronomy tourism
The majority (87%) of responding organizations believe that gastronomy is a distinctive and strategic element in defining the image and brand of their destination.

With regard to the question of gastronomy being a driving force for tourism development, the average of the answers was 8.19 on a scale of 1 to 10 where 10 is “strongly agree”.

UNWTO Survey on Gastronomy Tourism (2016) in collaboration with MADISON MK

The pool of respondents was composed of UNWTO Members from 29 countries.
Approximately 70% of respondents have already targeted gastronomy tourists as a market segment.

Only 10% of them believe that gastronomy tourism has enough promotion in the destination.

46.5% have a gastronomy tourism strategy in their respective destination’s Tourism Action Plan.
Progress of UNWTO gastronomy tourism initiatives

UNWTO Gastronomy Network
Red de Gastronomía de la OMT

World Tourism Organization | a specialized Agency of the United Nations
Progress of UNWTO gastronomy tourism initiatives
Gastrodiplomacy

• An emerging field with exciting potential
• Facilitate people-to-people engagement
• Promote intercultural understanding and positively influence foreigners’ image of a country.
• Cooking classes as examples of *gastrodiplomacy*
Insights

• Gastronomy tourists tend to look for more authentic and local experiences.

• This creates a sense of pride as well as involvement of local communities in safeguarding a cuisine’s authenticity.
Insights

• Gastronomy tourism promotion requires a complex strategy involving many stakeholders.

• Successful gastronomy tourism brands rely on a collective effort focused on a single, coherent message developed by all parties involved, requiring qualified professionals to guide the process.

• Governments need to work closely with the private sector in supporting gastronomy.
• Education is a fundamental component of the preservation and promotion of local gastronomy culture.

• Beyond equipping a tourism workforce with the relevant skills, the education sector also has a responsibility in supporting and encouraging research on gastronomy.
2017 International Year of Sustainable Tourism for Development
The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/1)
In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.
Five key areas:

• Inclusive and sustainable economic growth
• Social inclusiveness, employment and poverty reduction
• Resource efficiency, environmental protection and climate change
• Cultural values, diversity and heritage
• Mutual understanding, peace and security
Everyone’s commitment:

- **Governments**: Coordinate the celebration of the International Year activities, events organization, communication and advocacy initiatives campaigns, etc.

- **Private Sector**: Engage in the achievement of the 2030 Agenda and the SDGs, share best practices in sustainable and responsible tourism, develop awareness-raising activities among customers, employees and suppliers, join the global awareness raising campaign ‘Be a Responsible Traveller’ through communication channels, etc.

- **Academia**: Engage in research to advance knowledge on the value of sustainable tourism, establish new curricula, research, events and lecture series, etc.

- **NGOs and civil society**: Join the global awareness raising campaign ‘Be a Responsible Traveller’ through communication channels, develop and engage in advocacy initiatives, host field visits and media trips to promote their work.
Our campaigns

TRAVEL. ENJOY. RESPECT.
#TRAVELENJOYRESPECT
Our campaigns

MUTUAL UNDERSTANDING, PEACE AND SECURITY
#TRAVELENOYRESPECT

CULTURAL VALUES, DIVERSITY AND HERITAGE
#TRAVELENOYRESPECT
Tips for a responsible traveller

2017 International Year of Sustainable Tourism for Development

More info: https://www.youtube.com/watch?v=Kl6zLywIrss#action=share
Thank you!

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Visit us at
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