



4th UNWTO World Forum on Gastronomy Tourism

Closing remarks

On behalf of UNWTO and all participants we would like to express our sincere appreciation to the Ministry of Tourism and Sports of Thailand, to the Tourism Authority of Thailand and all their respective teams who made this amazing event possible.

We would also like to thank the Basque Culinary Center for their ongoing support to UNWTO in the promotion of Gastronomy Tourism and for sharing their knowledge and expertise with all of us.

As for today, we would like to share what we see as the main take away from these fantastic 3 days of learning, experiencing and enjoying one another.

1. Technology is an enabler and innovation is much more than technology
2. Gastronomy is about people and places – to tell a story; value the tangible and intangible; harnessing technology as a tool to preserve and promote authenticity in local communities, enhancing the consumer experience.
3. Gastronomy Tourism can make an important contribution to the Sustainable development goals: set policies and business strategies for food waste, community empowerment and job creation
4. We need policies for Small and Medium sized enterprises to innovate and join the digital transformation
5. Need to promote linkages and the integration of producers and SMEs in the tourism value chain
6. We need to foster consumer engagement: the power of social media, user generated content and experiences (routes and activities)
7. We need better measurement and better understanding of gastronomy tourism: advanced research on consumer motivations and behaviour and the measurement of the economic impact of gastronomy tourism
8. Changes require new professional skills where education and training are fundamental in meeting these challenges.

We are pleased to announce that the 6th UNWTO World Forum on Gastronomy Tourism will be taking place in Flanders, Belgium in 2020.

We hope to see you all next year at the 5th UNWTO World Forum on Gastronomy Tourism in San Sebastian, taking the Thai smiles with us in our hearts!

UNWTO and the Basque Culinary Center will produce a summary of the 4th UNWTO World Forum on Gastronomy Tourism that will be sent to all participants in the coming weeks.



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Thank you again to our hosts and the fantastic teams including translators and technicians!

See you in San Sebastian, Basque Country, Spain

