

2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO



Conclusions

3rd UNWTO World Forum on Gastronomy Tourism

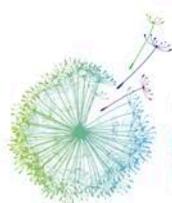
San Sebastián, 8-9 May 2017

- The United Nations declared 2017 as the **International Year of Sustainable Tourism for Development**. **Gastronomy tourism** must thus assume the **collective commitment to sustainability** from the five pillars that underpin this initiative: **inclusive and sustainable economic growth; social inclusion, employment and poverty reduction; the efficient use of resources, environmental protection and the fight against climate change; the protection of cultural values, diversity and heritage and mutual understanding, peace and security.**
- **Travelling is an act of freedom in times of uncertainty and growing protectionism.** As stated in the Global Code of Ethics for Tourism (CGET), **“travelling is an equal right to all those who inhabit our planet.”** One must discover the world with a wide range of perspectives such as **tolerance, respect and the appreciation of diversity.**
- **The sustainable growth of tourism implies the will to build a better world.** And this responsibility must be incorporated into the **culture of the traveler.** The **traveler is an active part of this aspiration for sustainability.**
- The **global collective commitment to sustainability** requires **leadership.** This implies coordination among the different stakeholders, so that the **government, the private initiative and the civil society** share the **same vision and objectives.** And the current challenges of gastronomy tourism, such as **planning, product design and branding, as well as marketing, demand a specific governance model.**
- **Gastronomy is a key resource in the proposal of value and differentiation of destinations** and gastronomy tourism has become a **market segment in itself.** But there is a **pending challenge** in terms of **promotion and in the implementation of strategies and action plans** that maximize the results. **Corporate and personal social responsibility** must be incorporated into this exercise.
- The **commitment to sustainability** also implies **responsibility for the production and consumption of food** and should be a **shared objective throughout the gastronomy tourism value chain.** This means that public, private, producer, business, professional and travel institutions should **support the consumption of sustainable food and create links with local producers.**

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- **Gastronomy tourism** broadens the view through the exercise performed by chefs and restaurants as loudspeakers to project gastronomic wealth, incorporating the **triangle between cuisine, product and territory**. Thus, the inclusion of agricultural and livestock producers, cheese makers, markets, wineries, craftsmen, interpreters of the territory and all those who construct the identity of the place enrich the value of the destination.
- **Gastronomy tourism** contributes to the **conservation of biodiversity and landscapes**; favors the continuity of the population of rural areas; maintains the usage, customs and functions that allow for the preservation of the **tangible and intangible patrimonial wealth** of the territory and the recovery the culinary memory.
- **Gastronomy tourism empowers** all those who make up the chain of gastronomic value, especially the **local communities** and also the **professionals** in their capacity as **ambassadors of the territory**, thus reinforcing the **identity and sense of belonging** and safeguarding the **authenticity** of each place.
- In the field of **communication**, **gastronomy tourism** offers destinations the opportunity to construct a **narrative** in a more suggestive and emotional way and to reach a much more demanding and hyper-connected customer. Technology has also facilitated the participation of the local community and the travelers in the construction of this story.
- The **tourism brand** is the result of a **collective effort**. It must be credible and **represent the true values** of the destination.
- The **training of all agents** is key to delivering **excellence in product and hospitality**. **Research in gastronomy must be encouraged and supported**. **More knowledge** needs to be **generated** in order to support informed decision-making. Likewise, the use of **digital tools and big data** must be maximized to be more efficient in the sustainable management of gastronomy tourism.
- **Innovation** must be an integral part of the **mission** of each of the companies and institutions linked to **gastronomy tourism** and must be integrated **organically** into the model of **governance** that links them.
- In the era of **multiculturalism**, the heritage legacy must be managed from the balance between one's own and that of others, allowing for the influence of other cultures that have contributed to the evolution of the gastronomy of the countries over the centuries. Globalization can and must **coexist with the defense of the cuisine and local produce**.
- **Gastronomy** should be incorporated as a **subject of study in schools** from an early age and must be recognized and protected as part of the **cultural heritage of peoples**.

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