Webinar

Good Practices in the Development of Gastronomy Tourism

8 October 2026 | 16:00–17:00 CEST

Register for the Webinar

Introduction

Gastronomy tourism has emerged as an increasingly important component of destination development, providing opportunities to strengthen local identities, preserve cultural heritage, support local communities and value food-related products, knowledge and traditions. Beyond its contribution to the visitor experience, gastronomy tourism can generate wider social, cultural and economic benefits and contribute to more sustainable and inclusive tourism development.

Recognizing the strategic potential of gastronomy tourism, UN Tourism and the Basque Culinary Center (BCC), a UN Tourism Affiliate Member, jointly developed the *Guidelines for the Development of Gastronomy Tourism* in 2019. The Guidelines provide a framework for destinations and tourism stakeholders to understand and develop gastronomy tourism in a structured and sustainable manner.

Building on this work, the recently launched publication *Good Practices in the Development of Gastronomy Tourism* presents concrete examples of how destinations have applied the Guidelines in practice. The publication brings together eight destinations from different geographical and tourism contexts – Brazil, Canada, Brno (Czechia), Chile, Quintana Roo (Mexico), Slovenia, Spain and the Basque Country (Spain) – showcasing approaches to strengthening culinary identity, enhancing competitiveness and generating social, cultural and economic impact. Through structured case studies, it identifies common patterns, innovative approaches and key lessons that can serve as a practical reference for other destinations.

The webinar will provide an opportunity to present the publication and bring some of its case studies to life through direct contributions from destination representatives. It will explore how gastronomy tourism can be strategically integrated into destination development and how different stakeholders can work together to translate gastronomic resources, heritage and local knowledge into meaningful tourism experiences and wider benefits for destinations and communities.

Programme	
16:00–16:05	Welcome remarks and introduction Sandra Carvão, Director of Market Intelligence, Policies and Competitiveness, UN Tourism
16:05–16:20	**Presentation of the publication:** *Good Practices in the Development of Gastronomy Tourism* Chloe Bougeard, Project Specialist, Market Intelligence, Policies and Competitiveness, UN Tourism
16:20–16:50	**Destination perspectives: From guidelines to practice** Panel discussion with representatives from selected destinations featured in the publication: Canada; Slovenia; Brno (Czechia) **Moderated by** David Mora, Coordinator of the Master's degree and Online Specialization Course in Gastronomy Tourism at the Basque Culinary Center.
16:50–16:58	Questions and answers
16:58–17:00	Closing remarks

Objectives and Expected Results

The webinar aims to:

1. **Present the publication** *Good Practices in the Development of Gastronomy Tourism* and highlight its main findings, approaches and lessons learned.
2. **Share practical experiences** from destinations featured in the publication, illustrating how gastronomy tourism can be developed through concrete policies, strategies, programmes and initiatives.
3. **Explore common success factors** across different destinations, including the importance of culinary identity, stakeholder cooperation, governance, local value creation and the integration of gastronomy into broader destination development.
4. **Inspire destination stakeholders** to adapt and apply relevant approaches and good practices to their own contexts.
5. **Strengthen knowledge exchange and collaboration** among tourism administrations, destination organizations, gastronomy stakeholders, academia and other actors working on the development of gastronomy tourism.

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Target Audience

The webinar will be open to a broad international audience interested in gastronomy tourism and destination development.

The primary target audience will include representatives from national and local tourism administrations, destination management and marketing organizations, tourism businesses and associations, gastronomy and food-related stakeholders, academia and training institutions, as well as other public and private stakeholders involved in the development of gastronomy tourism.

The content will also be of interest to professionals and practitioners seeking practical examples and inspiration for developing gastronomy tourism initiatives in their destinations.

Key Takeaways

Participants will:

- Gain an overview of the *Good Practices in the Development of Gastronomy Tourism* publication and its practical value for destinations.
- Discover concrete examples of how destinations have translated the UN Tourism–BCC Guidelines into action.
- Identify common approaches and success factors that can support the development of competitive, sustainable and distinctive gastronomy tourism.
- Learn from the experiences and challenges of destinations from different geographical and tourism contexts.
- Gain practical inspiration to strengthen gastronomy tourism initiatives in their own destinations.

Speakers



David Mora

Consultant, Speaker and Coordinator of the Online Specialization Course in Gastronomy Tourism Experience Design, Basque Culinary Center (BCC).

David Mora has been involved in food and wine tourism-related projects since 2004. He started his career in the tourism and travel industry in 1995. Since then, he has worked across various fields, including destination marketing, consulting, and higher education. He holds a Diploma in Tourism from the University of Deusto (Spain), a B.A. in Tourism from Universidad Nebrija (Spain), a Master's degree in Tourism Management from Bournemouth University (UK), and the WSET Level 3 Award in Wines.

He has managed several postgraduate programmes in Tourism at different universities, colleges, and business schools. Currently, he is the Coordinator and Tutor of the Online Specialization Course in Gastronomy Tourism Experience Design (delivered in both English and Spanish) at the Basque Culinary Center (Donostia-San Sebastián, Spain).



Ian Worte

Destination Development Manager at Culinary Tourism Alliance (Canada)

Ian leads the Destination Development team, where he works with destinations and organizations across Canada and internationally to create initiatives that grow culinary and agritourism. This includes developing food and beverage trails, strategic plans, and creating culinary and agritourism experiences that celebrate local culture, strengthen food systems, and grow inclusive economies.

He has led the development of numerous food and beverage trails, including the Richmond Dumpling Trail, Shuswap Farmstand Trail, Ontario Craft Cider Trail, Global Food City Trail (Markham), Fields & Flavours Trail (Waterloo Region), and the Follow the Flavours Multicultural Food Trail (Windsor Essex Pelee Island). Ian's strategic planning work includes the development of Ottawa Valley's Culinary Tourism Strategy, Destination Canada's Field to Fork Corridor (Manitoba & Saskatchewan), and most recently, the newly launched National Culinary & Agritourism Action Plan.

Ian has led capacity-building initiatives with organizations including Visit Flanders, Indigenous Tourism Ontario, Indigenous Tourism BC, Ontario Craft Brewers Association, and Trans Canada Trail. He has also overseen the development of the Culinary & Agritourism READI Program and the Taste of Place Leadership Program, both of which support industry and operator training.



Monika Lidmerová

Project Manager, Tourist Authority South Moravia (Czechia)

Monika Lidmerová is a Project Manager at the Tourist Authority South Moravia, where she is responsible for the destination's promotional materials. For the past seven years, she has also managed the Gourmet South Moravia project, which raises the profile of high-quality establishments across the region and promotes local gastronomy.

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Barbara Zmrzlikar

Head of the Research & Development Department, Slovenian Tourist Board (Slovenia)

Barbara Zmrzlikar is Head of the Research & Development Department at the Slovenian Tourist Board. Her work focuses on strategic tourism planning, destination management, and the development of key tourism products. She contributes to national tourism strategies and works closely with destinations, tourism businesses, and industry associations to turn strategic priorities into concrete development initiatives. Gastronomy tourism has been a particular focus of her work, contributing to strengthening Slovenia's international profile as a gastronomic destination.

Register for the webinar
https://us06web.zoom.us/webinar/register/4317893355170/WN_dRdFtI-iT_CSI9DpCIw1Cw

Publication
https://www.e-unwto.org/doi/10.18111/9789284427734

UN Tourism gastronomy tourism initiatives and activities
https://www.untourism.int/gastronomy-wine-tourism

Basque Culinary Center
https://www.bculinary.com/en/home