UN Tourism



Good Practices in the Development of Gastronomy Tourism

A Joint Report by UN Tourism & Basque Culinary Center (BCC)

Photo: Daily market at Cabbage Market Square Zelny trh - Brno, Czech Republic. © Diego Grandi

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Photo: Açaí, a fruit native to Northern Brazil © Bruna Brandão – Ministry of Tourism of Brazil

UN Tourism defines **Gastronomy Tourism** as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.



Photo: Hiking in Sierra Magina Natural Park, Jaén, Spain. © Provincial Council of Jaén

Gastronomy is no longer a niche product…

81%
say trying local food is what they look forward to most when travelling.

79%
want to explore new food experiences.

37%
plan an entire trip around visiting a specific restaurant.

Sources: American Express Travel (2023); Expedia (2025).

As gastronomy becomes a strategic driver of tourism competitiveness, destinations need clear policies, strong governance and long-term planning.



Photo: Visitors enjoying traditional Basque pintxos in San Sebastián, Basque Country, Spain.
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UN Tourism's work in Gastronomy Tourism

Research & Knowledge:

Generate evidence, policy recommendations and practical knowledge to support gastronomy tourism development.

Strategic Guidance for Destinations:

Provide frameworks and practical tools that help destinations plan, manage and develop gastronomy tourism sustainably.

Training & Capacity Building:

Develop the knowledge and skills of tourism stakeholders through learning programmes and technical assistance.

Advocacy, Partnerships & Knowledge Exchange:

Promote gastronomy tourism globally through international dialogue, strategic partnerships, exchange of knowledge and good practices, and the organization of flagship international events on gastronomy and beverage tourism.



Photo: 9th UN Tourism World Forum on Gastronomy Tourism, Bahrain (2024)
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UN Tourism – BCC partnership

Basque Culinary Center is a unique ecosystem where education, innovation, research and entrepreneurship come together with the shared purpose of advancing and promoting gastronomy.

Since 2015, UN Tourism and the Basque Culinary Center have partnered to advance gastronomy tourism as a driver of sustainable development through knowledge creation, innovation, education, entrepreneurship and destination development.





Guidelines for the Development of Gastronomy Tourism (2019)

Purpose: Provide destinations with a practical framework to plan, develop and manage gastronomy tourism.

Designed for National Tourism Administrations (NTAs), National Tourism Organizations (NTOs) and Destination Management Organizations (DMOs).

The Guidelines provide guidance on:

- Destination planning and management
- Governance and stakeholder collaboration
- Product development and value chain integration
- Capacity building and skills development
- Destination branding, marketing and competitiveness
- Monitoring, evaluation and sustainability

Scan to access the Guidelines



Good Practices in the Development of Gastronomy Tourism (2026)

Purpose: Showcase how destinations worldwide are implementing the Guidelines through concrete case studies, identifying success factors and lessons learned to support gastronomy tourism as a driver of sustainable development.

Destination case studies:

- Brazil
- Canada
- Brno (Czechia)
- Chile
- Quintana Roo (Mexico)
- Slovenia
- Basque Country (Spain)
- Spain

Scan to access the publication



Brazil

Gosto pelo Brasil (Taste of Brazil)

- National Gastronomy Tourism Programme (2020-2030)
- Led by the Ministry of Tourism and Embratur
- Position Brazil as a sustainable, innovative and competitive gastronomy tourism destination



Key initiatives:

- National Gastronomy Tourism Action Plan (2023–2030)
- Creation of the National Gastronomy Tourism Network
- Mapping gastronomic routes, products and experiences
- Training programmes for tourism managers and value chain stakeholders
- Market intelligence, research and technical guidance for destinations
- Promotion through events, press trips, international campaigns and partnerships

Key results:

- Action Plan and technical guidance manual developed
- Portfolio of gastronomy routes, experiences and festivals created
- Over 240 tourism managers trained nationwide
- Market Intelligence Bulletin launched
- Stronger collaboration across public institutions, destinations and the private sector
- Increased competitiveness and visibility of Brazil as a gastronomy destination.

Contribution to the SDGs:



Related Publication:

Gastronomy Tourism Action Plan 2023–2030, included in the National Gastronomy Tourism Programme – Ministry of Tourism).

Canada

National Culinary & Agritourism Action Plan

- National strategy (2025–2028, with a vision to 2030)
- Led by the Culinary Tourism Alliance
- Position Canada as a world-renowned culinary destination through collaboration, sustainable food systems and authentic taste-of-place experiences.



Key initiatives:

- National Action Plan built through broad stakeholder consultation
- Feast On® certification programme promoting local sourcing and sustainable businesses
- Development of culinary and agritourism products, routes and experiences
- Training programmes and research to strengthen the sector
- National marketing campaigns and the Great Taste of Canada initiative
- Partnerships with Indigenous communities, destinations and industry stakeholders.

Key results:

- National Action Plan officially launched in 2025
- 160 Feast On® certified businesses in Ontario, including 27 new certifications
- More than 250 stakeholders engaged in developing the national strategy
- Strong digital visibility with 5.5 million social media impressions
- Sustainable event management achieving 100% landfill diversion at Feast On® events.

Contribution to the SDGs:



Related Publication:

National Culinary + Agritourism Action Plan, 2025-2028, Culinary Tourism Alliance

Chile

Gastronomy Tourism Roadmap 2024–2030

- National roadmap
- Led by the Undersecretary of Tourism
- Position Chile as a leading gastronomy destination in South America by strengthening culinary heritage, territorial identity and sustainable tourism development.



Key initiatives:

- National Roadmap structured around governance, promotion, product development and capacity building
- Promotion of local ingredients, traditional recipes and food heritageDevelopment of gastronomy tourism experiences across Chile's macro-regions
- Training programmes for tourism and gastronomy professionals
- Strengthened public-private collaboration and a South American gastronomy tourism alliance
- Sustainable initiatives, including circular economy and zero-carbon kitchen projects.

Key results:

- National Gastronomy Tourism Roadmap launched for 2024–2030
- National catalogue of traditional Chilean culinary preparations developed
- Pilot standards for gastronomy tourism establishments implemented in coastal communities
- Stronger partnerships across government, industry and academia
- Enhanced promotion of regional gastronomy and local food heritage.

Contribution to the SDGs:



Related Publication:

Hoja de Ruta 2024-2030, Undersecretary of Tourism of Chile

Brno (Czechia)

Slow Food – CE (Central Europe)

- Cross-border initiative (2017–2020)
- Led by CzechTourism
- Promote South Moravia's culinary heritage through food education, sustainable tourism and cooperation across five Central European cities.



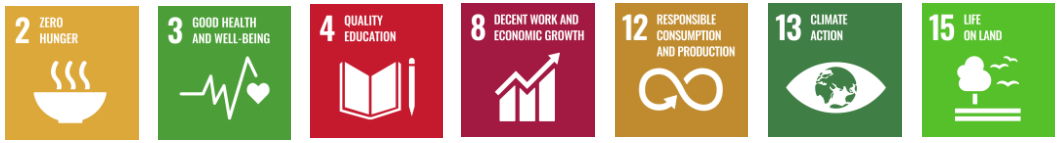
Key initiatives:

- Creation of the Food Paths Network linking five European destinations
- Food education programmes for schools, families and local communities
- Mapping and promotion of local producers and regional food heritage
- Farmers' markets, cooking workshops and tasting events
- Development of educational resources, including the Brno Travel Book and Tastes of Four Seasons cookbook
- Collaboration between tourism, education, producers and local authorities.

Key results:

- Shared methodology for identifying and promoting food heritage developed
- Catalogue of South Moravian farmers and local products created
- Increased public awareness of regional gastronomy and biodiversity
- Strong community participation and engagement of schools and producers
- Enhanced visibility of South Moravia as a sustainable gastronomy destination.

Contribution to the SDGs:



Related Publication:

Central Europe, Interreg Central Europe SlowFood-CE

Quintana Roo (Mexico)

Strategy to Promote Gastronomy in Quintana Roo

- Regional strategy (2021–2030)
- Led by the Secretariat of Tourism
- Position Quintana Roo as a leading gastronomy destination by strengthening culinary identity, local value chains and sustainable tourism.



Key initiatives:

- Gastronomy Promotion Strategy developed through a multi-stakeholder committee
- Mexican Caribbean Gastronomic Festival showcasing local cuisine across 12 destinations
- Digital Gastronomic Library and promotional microsite
- Strengthening links between local producers, chefs and tourism businesses
- Training, innovation and quality certification for gastronomy enterprises
- Promotion of sustainable practices, local sourcing and food heritage.

Key results:

- Gastronomy Promotion Strategy implemented for 2021–2030
- Three editions of the Mexican Caribbean Gastronomic Festival, attracting 13,000+ participants
- Digital Gastronomic Library and Flavours and Roots publication launched
- Increased visibility at international tourism fairs, including FITUR
- Gastronomy formally recognized as a strategic tourism segment in Quintana Roo's Tourism Law.

Contribution to the SDGs:



Related Publication:

Estrategia de Fomento a la Gastronomía en Quintana Roo 2021 – 2030, Secretariat of Tourism of Quintana Roo

Slovenia

Taste Slovenia

- National gastronomy tourism strategy (2019–2023)
- Led by the Slovenian Tourist Board (STB)
- Position Slovenia as a leading boutique gastronomy destination through sustainability, quality, innovation, and authentic local food experiences.



Key initiatives:

- Action Plan for the Development and Marketing of Gastronomy Tourism (2019–2023)
- Introduction of the Slovenia Green Cuisine label within the national Green Tourism Scheme
- Development of the Taste Slovenia gastronomic brand and gastronomic pyramid
- Revitalization of the Gostilna Slovenija brand and support for regional food brands
- Promotion of Michelin, Gault & Millau, and The World's 50 Best recognition
- Food waste reduction pilot projects, chef exchanges, education, and local supply chains

Key results:

- International recognition of Slovenia as a premium gastronomy destination
- Michelin Guide launched in Slovenia (2020), with growing international visibility
- 66 restaurants awarded the Slovenia Green Cuisine label
- Nine Michelin Green Stars (2025), one of the world's highest per-capita concentrations
- Development of the Slovenia Green Gourmet Route and 15 new Unique Slovenian gastronomic experiences
- Gastronomy established as a strategic tourism product, increasing visitor spending and strengthening local producers.

Contribution to the SDGs:



Related Publication:

Strategija Razvoja Gastronomije Slovenije, Slovenian Tourist Board (STB) available at: https://www.slovenia.info/en/business/innovative-projects/research-of-tourist-products

Basque Country (Spain)

Euskadi Gastronomika Charter of Values

- Regional gastronomy tourism initiative (since 2023)
- Led by Basquetour (Basque Tourism Agency)
- Position the Basque Country as a leading gastronomy destination through ethics, sustainability, collaboration, and authentic culinary heritage.



Key initiatives:

- Adoption of the Euskadi Gastronomika Charter of Values, establishing 22 principles based on the Basque Tourism Code of Ethics
- Transformation of Euskadi Gastronomika into a collaborative network of nearly 600 gastronomy tourism businesses and partners
- New digital platform for membership, trip planning, and gastronomic experiences
- Specialized training with the Basque Culinary Center and online reputation monitoring (IRON)
- Promotion through strategic events, media campaigns, and public-private collaboration

Key results:

- Nearly 600 companies committed to shared sustainability and quality values
- Strengthened cooperation between tourism, hospitality, producers, and local destinations
- Expanded gastronomy tourism offer beyond restaurants to immersive cultural experiences
- Enhanced digital visibility and promotion of the Euskadi Gastronomika brand
- Increased adoption of ethical, sustainable, and locally rooted tourism practices across the network

Contribution to the SDGs:



Related Publication:

Euskadi Gastronomika Charter of Values: Code of Ethics of Basque Gastronomy Tourism, Basquetour

Spain

National Food and Wine Tourism Plan 2022

- National food and wine tourism strategy (2022–2025)
- Led by the Ministry of Industry and Tourism
- Strengthen Spain's position as a global gastronomy destination through sustainability, innovation, digitalization, and territorial development.



Key initiatives:

- National Food and Wine Tourism Plan (2022–2025)
- Funding of sustainable food and wine destination projects across Spain
- Development of high-quality gastronomy and wine tourism experiences
- Promotion through Spain.info, Turespaña, World Tapas Day, World Paella Day, and international gastronomic events
- Training in digital skills, sustainability, and market intelligence for tourism stakeholders
- Public-private collaboration with autonomous communities, Rutas del Vino de España, Saborea España, and industry partners

Key results:

- €68.6 million invested in sustainability, tourism experiences, and international promotion
- More than 42 food and wine destination proposals submitted under the Tourism Sustainability Plans
- Expanded national promotion of Spanish gastronomy through Spain.info and international campaigns
- Strengthened cooperation between national, regional, and local tourism stakeholders
- Increased focus on smart, sustainable, and digitally enabled gastronomy tourism experiences

Contribution to the SDGs:



Related Publication:

Plan Nacional De Enogastronomía (2022–2025), Ministry of Industry and Tourism of Spain

Cross-cutting Good Practices in Gastronomy Tourism

Governance & Collaboration

- Participatory governance
- Strong public–private partnerships
- Gastronomy integrated into tourism policies
- Cross-sector collaboration along the value chain

Sustainability & Local Development

- Support for local producers and short supply chains
- Environmental, social and economic sustainability
- Protection of culinary heritage
- SDGs embedded in destination strategies

Innovation & Competitiveness

- Training and professional capacity building
- Quality standards and certification
- Innovation and digital transformation
- Diversified gastronomy experiences

Promotion & Market Positioning

- Strong destination branding
- National and international promotion
- Digital marketing and online visibility
- Events and storytelling for visitors and trade

Key Takeaways

- Gastronomy tourism is no longer a niche product, but a strategic driver of destination development.
- Long-term planning, effective governance and value chain collaboration are essential to maximize its economic, social and environmental benefits.
- When integrated into destination planning, gastronomy tourism can unlock opportunities for rural and coastal communities, helping distribute tourism benefits more evenly while strengthening competitiveness, community well-being and sustainable development.
- The future of gastronomy tourism lies in collaboration, innovation and knowledge sharing.
- Together, we can harness gastronomy tourism to create more sustainable, resilient and inclusive destinations.



Thank you

For further information, please contact: ***gastronomyforum@unwto.org***

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