



# GASTRONOMIC TOURISM, A KEY ELEMENT FOR THE FUTURE OF THE SECTOR



## 11<sup>th</sup> WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

23 · 25 March 2022 · Canillo · ANDORRA

[www.mountainlikers.com](http://www.mountainlikers.com)

If there is one word that is part of the definition of tomorrow's tourism, it is **sustainability**. Therefore, the **World Congress on Snow and Mountain Tourism**, which will be held in **Andorra from 23 to 25 March 2022**, will dedicate a session to the importance of sustainable consumption in the tourism sector. How can we manage tourism sustainably? Everything indicates that **gastronomy** will be one of the key elements to achieve this, since in recent years, it has become one of the best resources available to destinations to develop a **sustainable tourism plan**.

When we talk about **gastronomic tourism**, we are referring to activities that allow travellers to know, taste and experience first-hand the gastronomy of a territory. Promoting this type of tourism not only helps to diversify the destination's offer, but also makes it possible to move towards **sustainable tourism on environmental, economic and sociocultural levels**.

If we focus on **the environment**, the contribution of gastronomic tourism is obvious: it benefits the biodiversity of the territories by promoting **local products**, favours the maintenance of certain cultures and the conservation of **landscapes**.

The session, which will be held under the title "**Local Gastronomy and Sustainable Consumption**" and will be moderated by **David Mora**, coordinator of the **Master Gastronomy, Basque Culinary Center (BCC)**, will present some examples of sustainable consumption initiatives that aim to enable the local population to benefit from the development of tourism, especially in the most rural areas.

We will have the opportunity to hear **Michele Rumiz**, director of the **Slow Food Travel** programme, a project designed to help territories develop their potential to become quality gastronomic destinations. In addition, we will have the presence of **Vee Bougani**, **CEO of the Sustainable Food Movement**, an initiative that tackles food waste and promotes sustainability in the culinary industry in Greece. **Jordi Grau**, chef of the **IBAYA** restaurant in **Soldeu, Andorra**, will also explain how the perfect combination of identity, good taste, creativity, territory and tradition has been the key to achieving **Michelin star** recognition.

**If you are a professional in the sector and want to get ahead of the snow and mountain tourism of tomorrow by listening to innovative initiatives like this one, we look forward to seeing you at the World Congress on Snow and Mountain Tourism!**

**Book the 23, 24 and 25 March 2022!**

**REGISTER HERE!**

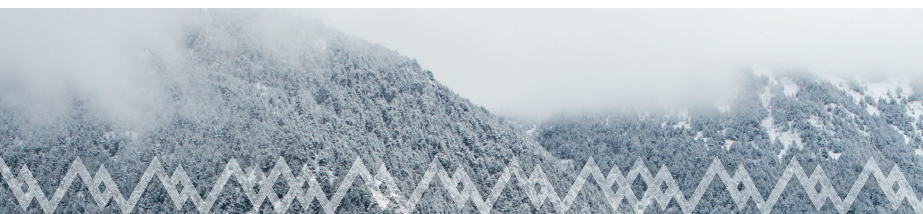
Organized by



Technological Partner



Silver Sponsor



**MOUNTAINS 2022**

International Year of Sustainable Mountain Development