

7 de octubre de 2021

Sesión n°3:

**La recuperación post-COVID-19 – reforzar
los vínculos entre la agricultura y el
turismo :
el papel clave de las PYMES y la empresas**



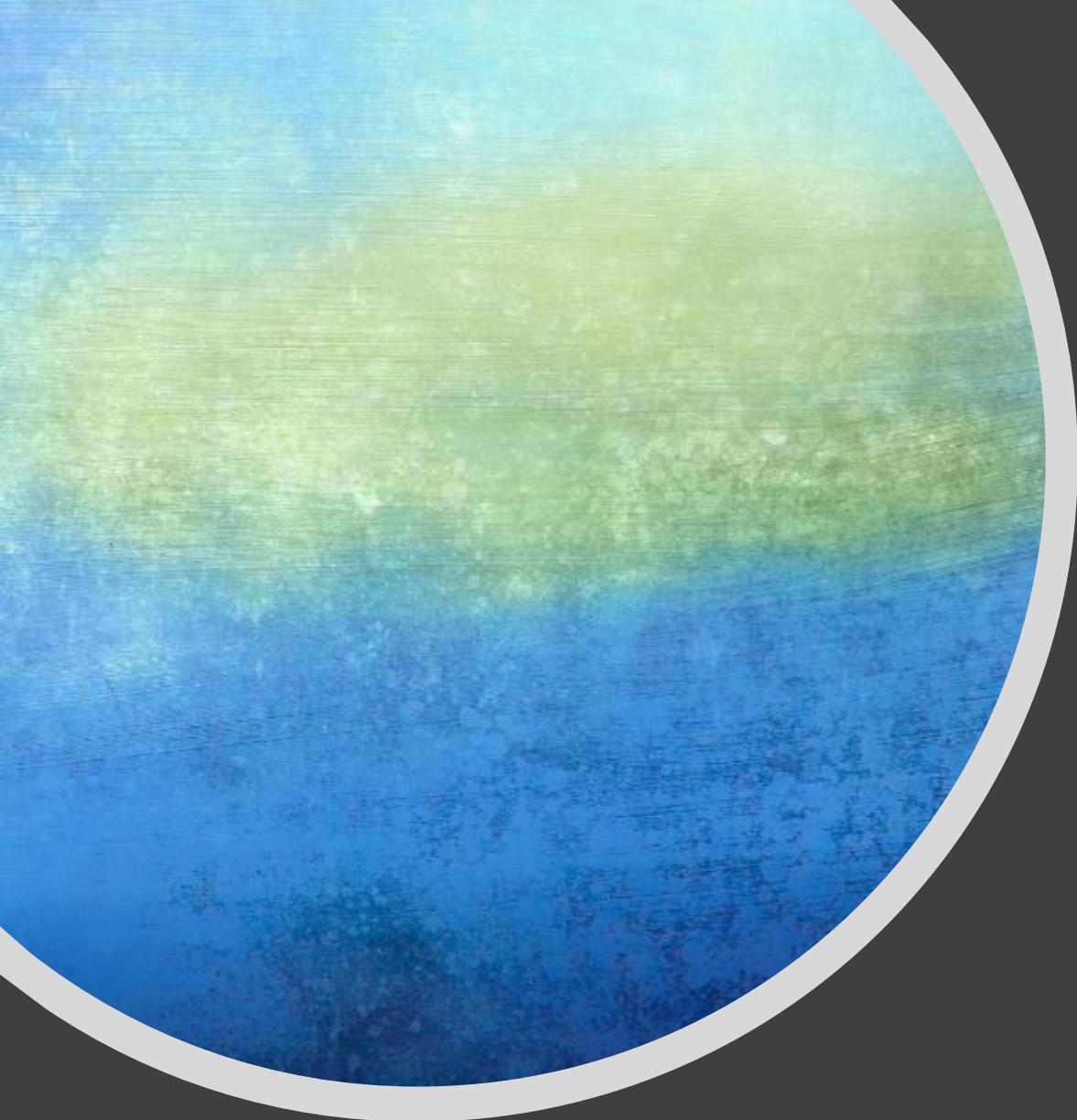
Serie Caribbean Agrifood Business ...





**Construyendo vínculos más
fuertes entre la agricultura y el
turismo**

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QUÉ...

Los socios aportarán conocimiento sobre las políticas, la investigación y las finanzas en las áreas más urgentes para apoyar la reconstrucción de un sector turístico más sostenible que apoye la economía local.



Destacarán su apoyo específico a los emprendedores

2021

JANUARY-JULY*

INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: (+4%)
2020: (-73%)
JAN-JUL 2021: -40% (OVER 2020)
JAN-JUL 2021: -80% (OVER 2019)



SOURCE: UNWTO
* PROVISIONAL DATA, Y-O-Y MONTHLY CHANGE BY REGIONS OVER 2019 (DATA AS OF SEPTEMBER 2021)

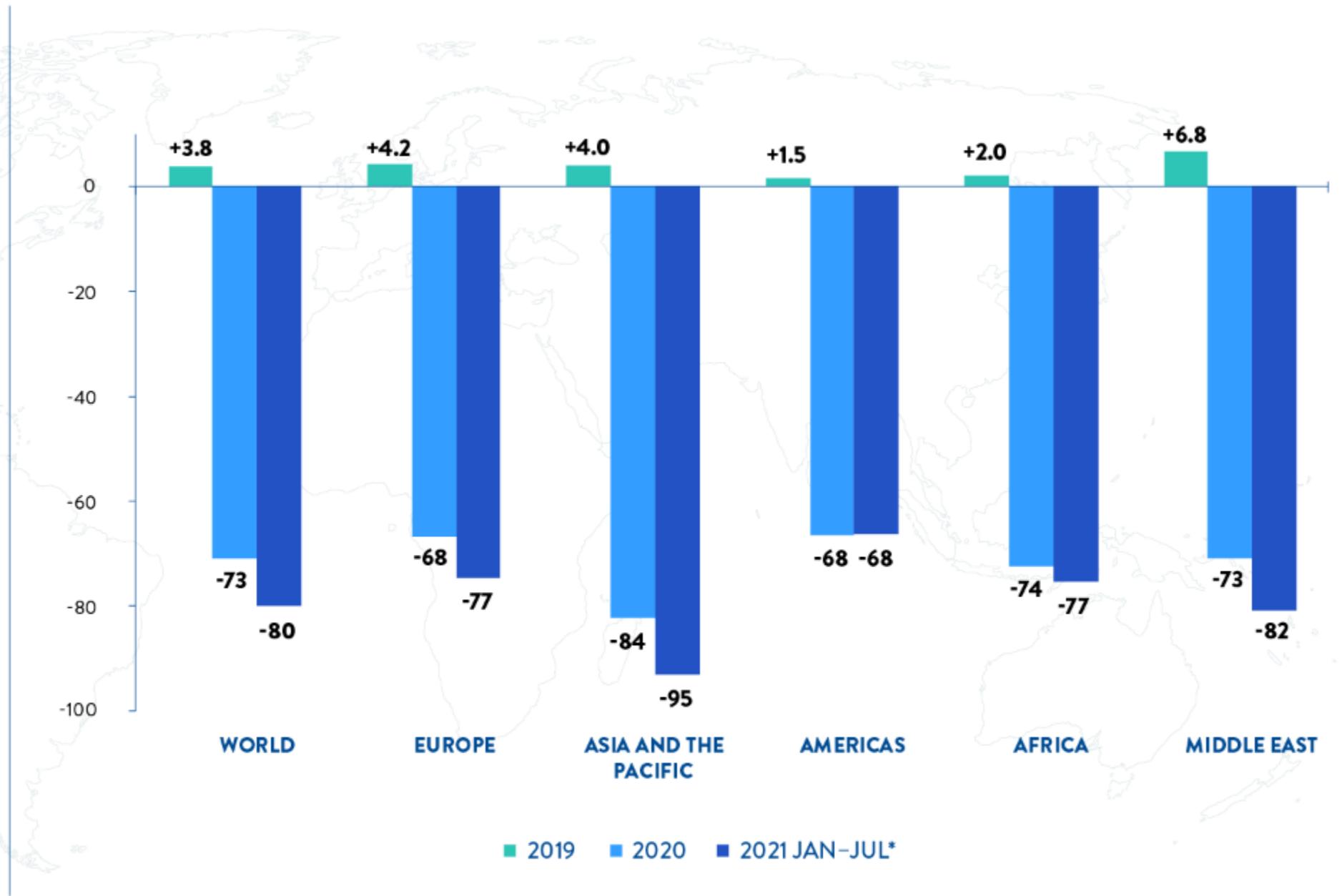
INTERNATIONAL TOURIST ARRIVALS

(CHANGE, %)

* Provisional data
(y-o-y change over 2019)



SOURCE: UNWTO
(DATA AS OF SEPT 2021)



Results by
regionResults by
countrySelected region
Americas

Year

2020

2021

Tourism Results

This page provides an overview of tourism results

(International Tourist Arrivals) on a global and regional level as well as by country groupings.

- Africa
- Americas
- Asia and the Pacific
- Europe
- Middle East

Americas

OR

Group

All

**International
Tourist
Arrivals**

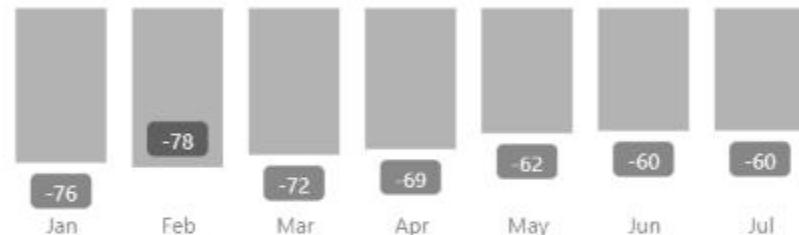
YTD change (%)

-68

Note

YTD available
January - July 2021

Change by month (%)

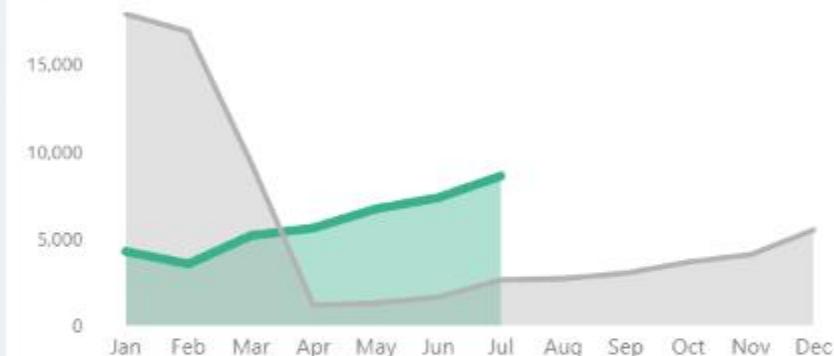


YTD change by region (%)

Note

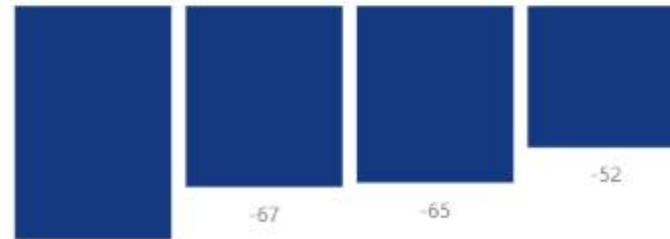
**International tourist arrivals (thousands)**

● Current year ● Previous year



YTD change by subregion (%)

Note





Directrices para el desarrollo del turismo gastronómico



Recomendaciones

Recomendaciones

Promover un modelo de gobernanza transparente, participativo y con liderazgo.

Recomendaciones

Recomendaciones

Mejorar el escenario, el entorno, los espacios y el sistema de acogida de turistas gastronómicos

Recomendaciones

Recomendaciones

Definir y adoptar un plan de promoción y apoyo a la comercialización del turismo gastronómico con participación de los agentes del sector. Marketing gastronómico.



Recomendaciones

Recomendaciones

Maximizar el poder de la tecnología como motor del desarrollo del turismo gastronómico.

Innovación mediante la cooperación

ARREBITA...

...DE CAMINHO EM CAMINHO, DE MOINHO EM MOINHO

Alguns dos mais icónicos espaços do concelho de Idanha-a-Nova são o palco para a criatividade dos chefs num evento ao ar livre com circuitos de sentido único e acesso controlado.



OS MELHORES CHEFS

Em dois dias de comunhão com a natureza e com as mais antigas tradições e culturas da

DUAS ALDEIAS COM HISTÓRIA

Com os **moinhos de rodízio** como cenário, alguns chefs vão cozinar pratos no fogo em

PRODUTOS REGIONAIS E BIO

É possível dinamizar as cidades e aldeias do país de uma forma secura e que honre as pessoas

QUANDO?

03/10, das 12:30 às 19:00
04/10, das 12:30, às 20:30

ONDE?

Penha Garcia (03/10)
Idanha-a-Velha (04/10)

COUNTDOWN

00 00 00 00
Dias Horas Minutos Segundos



SAVE THE DATE

6TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

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CONTENT



3RD GLOBAL GASTRONOMY TOURISM STARTUP COMPETITION

**Accelerating gastronomy tourism initiatives to achieve the
SDGs**

*Join us in building back better from COVID-19 with your ideas for a more
inclusive, sustainable and resilient sector.*

Apply

Meet the finalists from previous editions



**COVID-19
RESPONSE**

Gracias

