

7th UNWTO World Forum on Gastronomy Tourism

The Case of Japan: Gastronomy Tourism × Sustainable Tourism × Culture

Venue: Nara Prefectural Convention Center (Tenpyo Hall)

Preliminary Programme

12:15-13:00 Registration

13:00-13:15 Opening Ceremony

- **Mr. Mitsuaki Hoshino**, Vice Commissioner, Japan Tourism Agency
- **Mr. Gen Nakagawa**, Mayor of Nara City
- **Mr. Harry Hwang**, Director, Regional Department for Asia and the Pacific, UNWTO

13:15-13:25 Keynote speech

Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

13:25-13:30 Break

13:30-14:20 Panel Discussion I

Gastronomy tourism's role in sustainable tourism development

Presentation of best practices of sustainable tourism in famous UNWTO 2021 Best Tourism Villages of Japan, Niseko Town, Hokkaido and Miyama Town, Kyoto Prefecture.

Moderator: **Mr. Kenichi Watanabe**, CEO, XPJP Inc.

Speakers:

- **Mr. Masao Aoki**, Sustainable Coordinator, Niseko Town
- **Ms. Waka Takamido**, Executive director, Kyoto Miyama Tourism Association
- **Mr. Masato Karashima**, Associate Professor, Kobe University

14:20-14:40 Coffee Break

14:40-15:40 Panel Discussion II

Gastronomy tourism in Japan: a key stakeholders' perspective

This panel will invite a food producer, a chef, a marketer and a researcher to discuss on the topic. In addition, a representative of BCC with renown

expertise will complement the discussion to mark an overseas perspective.

Moderator: Ms. **Rieko Nakayama**, Executive Vice-President, Japan National Tourism Organization

Speakers:

- **Ms. Kayo Yoshida**, President, Umenoyado Sake Brewery
- **Mr. Takuji Takahashi**, Chef, Konibu Restaurant, Michelin Star
- **Mr. David Mora**, Coordinator of the master's degree in Gastronomy Tourism, Basque Culinary Center
- **Mr. Masato Ogawa**, ONSEN & Gastronomy Tourism Association

15:40-15:45 Break

**15:45-16:35 Panel Discussion III
Gastronomy tourism as culture enhancer**

This panel will explore the use of gastronomy tourism as a culture enhancer through the lenses of a film maker and city representative.

Moderator: Ms. **Mihoko Ienaka**, Gurunavi

Speakers:

- **Ms. Chigumi Obayashi**, Film Director
- **Mr. Kazuhito Sato**, Policy Director, Usuki City, Oita Prefecture (a member of the UNESCO Creative Cities Network (Gastronomy))

16:35-16:45 Summary conclusion

Ms. Chiaki Oya, Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific

16:45-16:55 Closing ceremony

Mr. Yoshiaki Hongo, Chief, UNWTO Regional Support Office for Asia and the Pacific

16:55-17:00 Group photo