



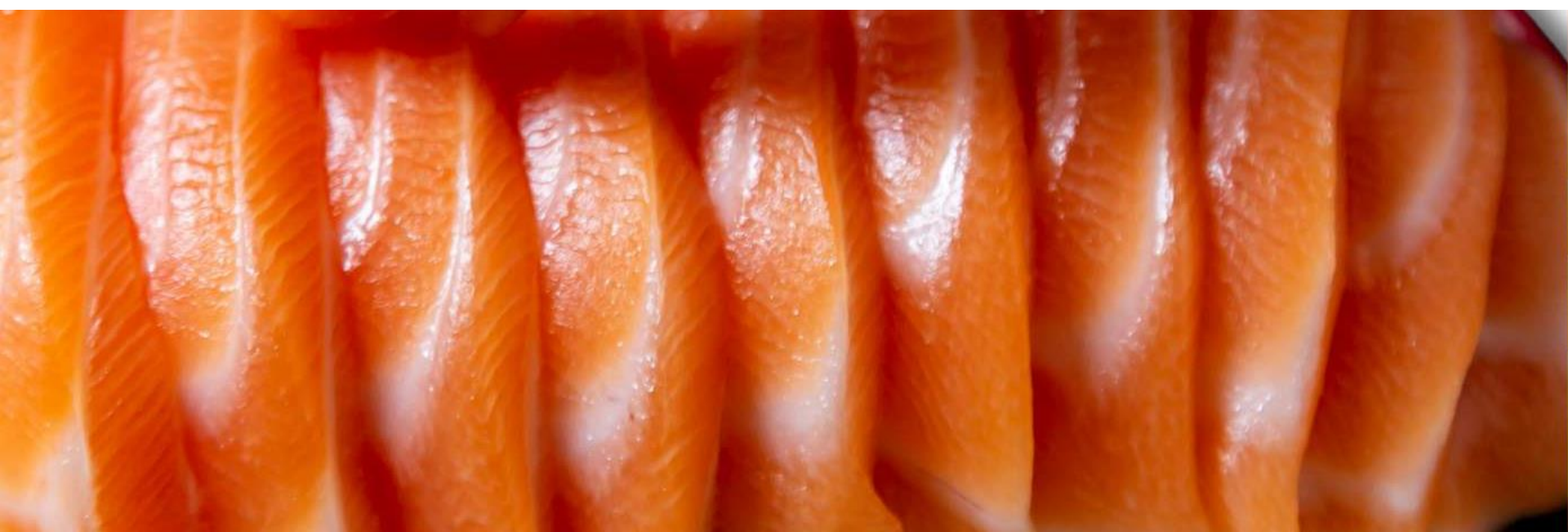
7 UNWTO WORLD FORUM ON GASTRONOMY TOURISM

12-15 DECEMBER 2022

Key takeaways



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Mono no aware

Nothing in life is permanent.

Also, not tourism. That is why we have to take good care of it, and we need to plan and adjust to the changes in society, innovate and build resilience.





Shu-Ha-Ri

*Follow, breakaway,
and transcend.*

COVID had a great impact on tourism. We must learn a valuable lesson from the weaknesses of tourism and move on to build a better industry.

Secretary General: “We are here celebrating the reopening of Japan to tourism”



Kaizen. *Continuously improve.*

Companies. Destinations. Professionals. Nowadays visitors and customers expect the most from us.

Hospitality requires passion, talent and commitment.

“We need to teach young generations not only the “hows” but also the “whys” of the hospitality industry. [...] We need to integrate them in the decision-making process.” Margarita Forés



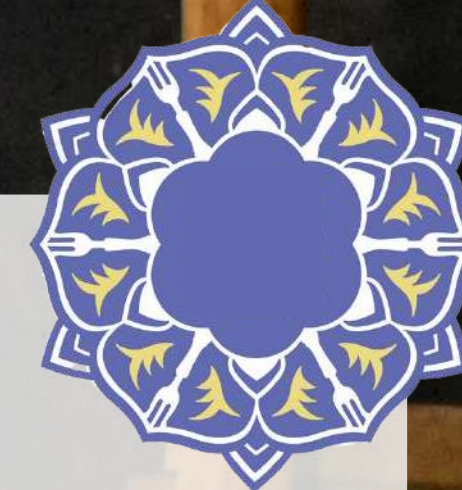
Omotenashi

*Offering the best service
without expecting a reward.*

In gastronomy, it's all about the
experience. Let's be our own
version.

*“In gastronomy we now face
challenges, but we also have many
opportunities.” Joxe Mari Aizega*



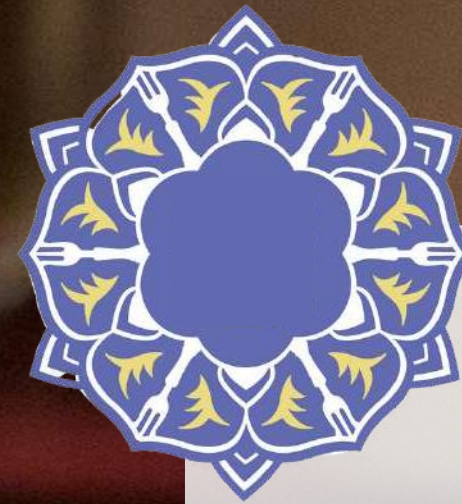


Wabi-sabi: *Embrace imperfection.*

Hospitality has its flaws. But it is also an enriching, thrilling career, that could take us to almost any place in the world.

Tourism also has an impact on the environment. But the change has begun, and travel wants to be a part of the solution.





Mottainai

*Don't be wasteful.
Everything deserves
respect and gratitude.*

Reducing food waste is one of the more evident actions that food tourism must pursue.

UNWTO has just launched its Global Roadmap on Food Waste Reduction in Tourism.

“Food is too valuable to be wasted, and there are identified solutions to avoid it, so there is no excuse not to address it.”

Vincent Benjamin (Winnow)



Gaman

Dignity during duress.

Women still are underpaid and underrepresented in leadership roles. There is a need for role-models for the future generations, more responsibility and more empowerment from employers.

“We need to give women tools and a space where they can demonstrate what they are capable of doing.” Lucía Freitas





Ichi go ichi e

*Treasuring the
unrepeatable nature of a
moment.*

Gastronomy tourism is about celebrating life, enjoying memorable moments through taste and knowledge. The origin of gastronomy is nature. We need to respect it and honour it.

“We need to change how we identify ourselves when we have a meal: we are not the owners of this planet, we are guests.” Maddalena Fossati



Shizen

The connection between humans and nature.

We are what we eat. Hence food tourism can improve food production systems, foster local consumption and create opportunities for local population.



Ikigai

Live with purpose and passion.

Contribute to the health and well being of people and planet with healthy food and responsible tourism.

Treat people and nature with respect.





ARIGATO
ありがとうございます
GOZAIMASU

