Key takeaways
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.
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
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

Omotenashi
Offering the best service without expecting a reward.
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.

Wabi-sabi: Embrace imperfection.
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)
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
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

**Ichigo ichiye**

*Treasuring the unrepeatable nature of a moment.*
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.*