



Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve

Provisional Programme

Background and objectives:

Gastronomy is an integral part of the experience of local life and livelihoods, building on the history, culture, traditions, identity, economy, and community of people and places worldwide. Gastronomy tourism also has the potential to enrich the tourist experience and establish connections with local communities.

The overall trends in tourism and the values of tourists are changing accelerated by the COVID-19 pandemic. Travelers are now venturing out to seek for more meaningful and responsible engagement with local communities and cultures more than ever before.

As a next step in advancing efforts for global tourism recovery and transformation, the 7th UNWTO World Forum on Gastronomy Tourism, organized with the Basque Culinary Center, to be held in Nara, Japan, will continue to put the spotlight on the role of gastronomy tourism as a platform for promoting sustainable social development and the responsible use of food as a valuable resource, empowering women, creating opportunities for the younger generations, and nurturing future talents.

Held under the theme “Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve”, the 7th UNWTO World Forum on Gastronomy Tourism, will focus on the role of gastronomy tourism in:

- Promoting women empowerment and young talents
- Advancing cultural exchange and authenticity: connecting to the roots, respecting nature and culture, and promoting health and wellbeing
- Enhancing the value for destinations and food producers
- Best practices in destination branding through gastronomy tourism
- Supporting a Global Roadmap on Food Waste Reduction in Tourism

It will also discuss the power of gastronomy tourism in enriching the experiences of travellers and tourists, while creating connections with local residents, their culture, history, nature, and heritage.

Once again, the Forum presents a unique opportunity for experts from across the growing field of gastronomy tourism to share new ideas and best practices and place the two sectors at the centre of plans for recovery in post covid-19 times.

Monday, 12 December 2022

Venue: Nara Prefectural Convention Center (Room 206)

10:00 – 13:00 **3rd Global Gastronomy Tourism Startup Competition Workshop**
(closed meeting)

Venue: Tempyo Hall, Nara Prefectural Convention Center

13:00 – 17:00 **Side event - The case of Japan: Gastronomy Tourism × Sustainable Tourism × Culture**

Organized by the Japan Tourism Agency (JTA), in collaboration with UNWTO, the UNWTO Regional Support Office for Asia and the Pacific (RSOAP) and the Asia-Pacific Tourism Exchange Centre (APTEC)

18:00 *Transfer from official hotels to the venue of the welcome reception*

Venue: JW Marriot Hotel Nara (Yoshino Room)

19:00 – 21:00 **Welcome reception, hosted by the Nara Prefectural Government**
(by invitation only)

Transfer back to official hotels

Tuesday, 13 December 2022

(time tbc) *Transfer from official hotels to Nara Prefectural Convention Center*

Venue: Nara Prefectural Convention Center

8:30 - 11:00 **Registration**

10:00 – 10:45 **Opening Ceremony**

- **Shogo Arai**, Governor of Nara Prefecture (Japan)
- Address by **Her Imperial Highness Princess Tomohito of Mikasa** (read by HIRATA Chieko, Director General, Tourism Bureau, Nara Prefectural Government)
- **Hiroo Ishii**, State Minister of Land, Infrastructure, Transport and Tourism of Japan
- Message by **Dr QU Dongyu**, Director-General of the Food and Agriculture Organization of the United Nation (FAO)
- **Joxe Mari Aizega**, General Manager, Basque Culinary Center
- **Zurab Pololikashvili**, Secretary General, World Tourism Organization

Master of ceremonies: **Miho Noguchi**

Special recognition from UNWTO Secretary-General to the Governor of Nara Prefecture

Official photo

10:45 – 10:55	<p>Gastronomy Tourism in Japan</p> <p>Keynote Speech by Koichi Wada, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism</p>
10:55 – 11:10	<p>Setting the Scene: A vision for the future of Gastronomy Tourism</p> <p>Keynote Speech by Masayuki Miura, Project AWA and Kiyosuminosato AWA Michelin Guide Nara 2022, Green-Star Restaurant (Japan)</p>
11.10 – 11.30	<p>In conversation with:</p> <p>Catia Uliassi, #12 50Best Uliassi Restaurant (Italy)</p> <p>Sandra Carvao, Director, Tourism Market Intelligence and Competitiveness, UNWTO</p>
11.30 – 11.50	Coffee break
11.50 – 12.50	<p>Session I - Women and Youth: A spotlight on talent</p> <p>In most regions of the world, women and youth make up the majority of the tourism workforce. Tourism has been proven to provide pathways to empowerment, and an opportunity to make a difference should be maximized with the development of policies that are gender and age responsive.</p> <p>This session seeks to celebrate and empower the next generation of tourism leaders to help build a lasting legacy by providing women and youth with the necessary skills and knowledge they need to engage in productive activities, seize economic opportunities, exert influence in society, therefore transforming tourism not only in their communities but everywhere else, to ensure an inclusive and resilient recovery from the impacts of the pandemic, given the disproportionate effect suffered by these working forces in tourism.</p> <p>Moderation and introduction by Joxe Mari Aizega, General Manager, Basque Culinary Center</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Liz Ortiguera, CEO of the Pacific Asia Travel Association (PATA) - Jean-Philippe Zahm, General Manager, Ducasse Paris (Japan) - Chef Lucia Freitas, A Tafona and Lume (Spain) - Chef Maria Margarita A. Forés, UNWTO Ambassador for Sustainable Tourism and Asia's Best Female Chef 2016 (Philippines) - Hiraku Ogura, Founder of Fermentation Laboratory (Japan) - Chef Natsuko Shoji, Été Restaurant and Asia's Best Female Chef 2022 (Japan)
12.50 – 14.00	Lunch

14.00 - 15.00

Session II - Our planet our future: Sustainable Food

Food represents an entry point for circularity and transformation in tourism operations through sustainable procurement, sustainable menus and food waste prevention and reduction. However, many tourism businesses source their food from global markets with consequent leakages and increased carbon footprint. There are also high volumes of food waste in tourism operations with hotels sometimes wasting up to 60% of the food purchased. This problem represents globally the loss of over USD 100 billion on an annual basis for the industry, but also one of the biggest opportunities for savings through the optimization of food processes and integration of circular approaches.

One third of the food produced globally gets wasted. Action on food waste must be a top priority for all. The Global Roadmap on Food Waste Reduction in Tourism provides a consistent framework for tourism stakeholders to embrace the sustainable management of food so that it never becomes waste. The Roadmap will be launched on the occasion of the Panel Discussion.

Moderator: **Virginia Fernandez-Trapa**, Programme Officer, Sustainable Development of Tourism, UNWTO

Speakers:

- **Eijiro Yamakita**, President and CEO, JTBCorp (Japan)
- **Vincent Benjamin**, Commercial Director, Winnow Solutions in APAC (Singapore)
- **Maddalena Fossati**, Editor-in-Chief of La Cucina Italiana and Condé Nast Traveller Italy
- **Benjamin Lephilibert**, CEO, Lightblue Consulting (Thailand)
- **Sakiko Yamada**, CEO, Food Loss Bank (Japan)
- **Nakul Anand**, Executive Director, ITC Limited (India)
- **Iñaki Gaztelumendi**, Technical Coordinator, Basque Culinary Center

15.00 - 16.00

Session III - Scaling up for the SDGs: Final of the 3rd UNWTO Global Gastronomy Tourism Startup Competition

Following a brief presentation by UNWTO providing insight on how the entrepreneurial ecosystem and its key stakeholders can collaborate to achieve the SDGs while ensuring revenue, scale and sustainability in tourism and food industries; selected finalists from the *3rd UNWTO Gastronomy Tourism Startup Competition*, in collaboration with BCC will pitch their ideas to the audience, showcasing their gastronomy and tourism-based solutions in policy, in practice, in communities – but moreover, in sustainable action. A jury will deliberate and select the winner of the challenge to be announced at the end of the session.

Welcome and moderation by **Addaia Arizmendi**, Senior Innovation Specialist, UNWTO & **Ander López Delgado**, Entrepreneurship Manager, Basque Culinary Center

Introduction by **Natalia Bayona**, Director of Innovation, Education and Investments, UNWTO

Presentations by:

- **Serkan Toso**, Co-Founder, Byfood (Japan)
- **Denitsa Georgieva** and **Mariya Kyoseva**, Local Food (Bulgaria)
- **Anahit Galstyan**, Director of Operations and Strategy, 2492 (Armenia)
- **Mauro Germani**, CEO & Co-founder, Soplava (Italy)
- **Karola Maria Viteri Arturo**, Founder, Tenemos Filo (Colombia)
- **Sangjin Park**, Founder, Beyondnext (Republic of Korea)

Remarks by **Leticia Lauffer**, Director, Wakalua Innovation Hub

Announcement of the winner of the 3rd UNWTO Global Gastronomy Tourism Startup Competition

16:00 End of Day 1

(time tbc) Transfer from Nara Prefectural Convention Center to official hotels

(time tbc) Transfer from official hotels to Gala reception venue

Venue: [Nara Kasugano International Forum ~I · RA · KA~](#)

19:00 – 21:30 **Gala reception**

(time tbc) Transfer to official hotels

Wednesday, 14 December

(time tbc) Transfer from official hotels to Nara Prefectural Convention Center. Shuttles will depart to the fieldwork from the Convention Center.

08:30 – 14:00 **Fieldwork (lunch included).**

Participants will be divided into seven groups for a hands-on experience in different locations in Nara.

14:00 *Arrival of participants from the fieldwork to the Nara Prefectural Convention Center*

Venue: Nara Prefectural Convention Center

14:30 – 15:30 **World Café: sharing is caring**

Sharing lessons learned and conclusions from the fieldwork.

Moderator: **David Mora**, Coordinator of the master's degree in Gastronomy Tourism, Basque Culinary Center

15:30 – 16:30 **Get inspired!**
This session will consist of presentations showing examples of successful initiatives in gastronomy tourism, providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable practices in gastronomy tourism.
Moderator: **Iñaki Gaztelumendi**, Technical Coordinator, Basque Culinary Center
Speakers:
- **Shogo Arai**, Governor of Nara Prefecture (Japan)
- **Michelle Fridman**, Secretary of Tourism of Yucatan (Mexico)
- **Fernando Honrado**, Managing Director of Etura, public company for the promotion of Tourism and Crafts of Castilla la Mancha (Spain)
- **Sakina Asgarova**, Head of Gastronomy Tourism Management, Azerbaijan Tourism Board (Azerbaijan)

16:30 – 16:50 **Signing Ceremony: Private Sector Commitment to the Global Code of Ethics**

16:50 – 17:00 **Wrap up – UNWTO and BCC 5 Key Takeaways**
- **Sandra Carvao**, Director, Tourism Market Intelligence and Competitiveness, UNWTO
- **David Mora**, Coordinator of the master's degree in Gastronomy Tourism, Basque Culinary Center

17:00 – 17:30 **Closing Ceremony**
- **Shogo Arai**, Governor of Nara Prefecture (Japan)
- **Zurab Pololikashvili**, Secretary General, World Tourism Organization
- **David Mora**, Coordinator of the master's degree in Gastronomy Tourism, Basque Culinary Center

See you in San Sebastian, Spain 2023!

(time tbc) *Transfer from Nara Prefectural Convention Center to official hotels.*

(time tbc) *Transfer from official hotels to venue of the Farewell dinner.*

JW Marriot Hotel Nara (Yoshino Room)

19:30 – 21:30 **Farewell dinner**, by the Basque Culinary Center, host of the **8th UNWTO World Forum on Gastronomy Tourism** in 2023 (San Sebastian, Spain) *(by invitation only, for all international participants)*

(time tbc) *Transfer to official hotels.*

Thursday, 15 December 2022

(time tbc) **Excursions one-day tour** (only for overseas participants registered in advance)