

# 7th UNWTO World Forum on Gastronomy Tourism Final Report



STANDING STILL  
IS NOT AN OPTION

2022

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

7th UNWTO  
**World Forum on  
Gastronomy Tourism**  
Final Report



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# Introduction

The 7th edition of the UNWTO World Forum on Gastronomy Tourism took place on 12-15 December 2022 in the Japanese city of Nara, capital of the eponymous Prefecture, and welcomed more than 550 onsite participants from over 30 countries, as well as more than 1.200 online attendees. The Forum is an initiative of the World Tourism Organization (UNWTO) in collaboration with its Affiliate Member, the Basque Culinary Center. The objective of this event is to be a meeting space for experts in tourism and gastronomy, in order to promote the exchange of experiences and ideas between professionals and, ultimately, allow the dissemination of knowledge and the application of good practices.

The 2022 edition was held under the theme **“Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve”**, with the aim of highlighting the importance of gastronomy tourism as a lever to promote women empowerment and young talent, and environmental sustainability, while also being a channel for cultural exchange and the protection of the authenticity and identity of tourism destinations. Likewise, the role of gastronomy tourism is recognized as a way to generate value in destinations through the offer of local products and the recognition of the work done by producers and other members of the value chain.

In this edition, UNWTO also launched the Global Roadmap for food waste reduction in tourism.



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

# Opening Ceremony

The opening ceremony of the 7th UNWTO World Forum on Gastronomy Tourism counted with official speeches made by **Zurab Pololikashvili**, UNWTO Secretary General, **Shogo Arai**, Governor of the Nara Prefecture (Japan), **Hiroo Ishii**, State Minister of Land, Infrastructure, Transport and Tourism of Japan and **Joxe Mari Aizega**, General Manager of the Basque Culinary Center, as well as **Dr. Qu Dongyu**, Director General of the Food and Agriculture Organization of the United Nations (FAO) with a video message. There was also an address from **Her Imperial Highness Princess Tomohito of Mikasa** (read by Hirata Chieko, Director General of the Nara Prefectural Government Tourism Bureau).



## Main messages

The importance of gastronomy tourism and gastronomy for Japan as a tourist destination was highlighted. Since the registration of “Washoku” (Japanese traditional dietary culture) as Intangible Cultural Heritage by UNESCO, Japan has perceived a greater interest of visitors for its gastronomy.

The speakers of the opening ceremony highlighted the importance of holding the UNWTO World Forum on Gastronomy Tourism, as a meeting point for professionals and experts in the sector, to discuss trends, ideas and proposals for the future.

Without a doubt, sustainability linked to food and gastronomy was at the center of the presentations. For all the institutions represented, gastronomy is an unavoidable path towards a more sustainable tourism with a greater impact on local communities. As expected, the SDGs were taken as the framework within which gastronomy tourism should be developed.





## Main messages

To achieve this goal, the idea that gastronomy tourism is broad was reinforced: it includes everything from the production and transformation of food to its sale and consumption in stores and restaurants, in addition to its knowledge and preservation as key identity element of a destinations' heritage.

The impact of gastronomy tourism was especially underlined as transformative and strategic for rural and inland destinations, as it contributes to strengthen authenticity, tradition and quality, very much valued by nowadays tourists around the world.

**“Gastronomy tourism contributes to social and economic development, leads to job creation, increases regional cohesion and sustainable development.”**

**Zurab Pololikashvili,**  
UNWTO Secretary-General

# Keynote speech:

## *Gastronomy Tourism in Japan*

**Koichi Wada**, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism.

- The main expectation of international tourists who visit Japan is to experience and enjoy Japanese food. Approaching the local cuisine is an experience linked to the knowledge of the culture of traditional Japanese cuisine. Explaining the origin of food, the climate that characterizes the different regions of Japan, the culture of local communities, their customs and traditions, is what the Japan Tourism Agency constantly tries to transmit.

- In 2023, the 10th anniversary of the inscription of the Washoku culture on the list of Intangible Heritage of Humanity by UNESCO will be celebrated. Various cultural activities for tourists visiting Japan will be developed for this occasion.

- There are two key aspects in the promotion of sustainable tourism in the country:

1. The use of transportation that contributes to a reduction in CO2 emissions.

2. Development and empowerment of local communities: the reception of tourism in these local communities reinforces the empowerment of women and youth through their inclusion in the labour market and relieves the most visited cities in Japan from growing tourism pressure.

- Three examples of sustainable tourism in Japan were presented: the transformation of a soy sauce brewery into an accommodation; the production of food in orchards that are treated with organic fertilizers produced from food waste; and, finally, the enhancement of the culture of fishing and diving through the Ama Divers Experience.





# Setting the scene:

## *A vision for the future of Gastronomy Tourism*

**Masayuki Miura**, Project AWA and owner of Kiyosuminosato AWA Michelin Guide Nara 2022, Green-Star Restaurant (Nara, Japan).

Miura has been dedicated over the last 25 years to preserving indigenous varieties of fruits and vegetables and protecting the local culinary traditions of the Nara Prefecture, Japan's first imperial capital and thus the origin of many gastronomic and craft traditions in the country. The restaurant not only deals with cultivating these vegetables that are featured on the menu, but also serves as a research laboratory and seed bank. State authorities also participate in this initiative to promote the preservation of local culinary techniques, recipes and culture.

- » **Synergy of natural resources with gastronomy tourism.**
- » **Diversity of food in the primary sector of Japan due to the great variety of climates and cultures.**
- » **Importance of local crafts, sports and performing arts.**





Subsequently, he explained his conception of gastronomic tourism, which is based on the interaction of seven elements, “treasures” or “winds” described below:

1 **The Climate**

2 **The taste of local food and preparation**

3 **Landscapes and their relationship with the variety of food and flavours**

4 **Health or well-being:**  
According to an ancient calendar, the year is divided into 72 seasons oriented towards different activities or practices to stay healthy and in harmony with nature.

5 **Handmade crafts with organic materials**

6 **The culture of everyday life**

7 **The spirit of hospitality**

The presentation ended with an invitation to enjoy the above treasures, emphasizing the power of gastronomy tourism to inject “energy into the life of a destination”, preserve ancient wisdom and foster the development of sustainable agriculture to preserve the planet.

# Fire chat:

## *Interview with Catia Uliassi*

In the Fire Chat session, **Sandra Carvão**, UNWTO's Director of Tourism Market Intelligence and Competitiveness, interviewed **Catia Uliassi**, owner of the Uliassi restaurant in Italy, #12 on the 50Best in 2022, who talked about her origins, successes and ideas about gastronomy. The businesswoman comes from a small Italian town located in the Adriatic coast, Senigallia, where she and her brother, Mauro, opened a restaurant in 1990. In 2019, they received their third Michelin star.





- Uliassi highlighted the importance of integral development of destinations. Organizations and every stakeholder of the tourism value chain need to collaborate for the development of destinations.
- She is very proud of her front-of-house team of eleven women, which to her is significant for the empowerment of women.
- She expressed her satisfaction when seeing that more and more women play an integral role in gastronomy, bringing elegance, tact and an alternative perspective that are paramount.
- She assured that reaching equality will eliminate the need to talk about it.
- Regarding gastronomy and future generations, Uliassi noted that young people should focus on working hard and fostering their talent, ensuring that passion will contribute to this process.
- The businesswoman closed the session with her ideas on sustainability, explaining that Uliassi is committed to set an example in its community and to constantly improve the quality of its products, customer service and waste management.



# Session I

*Women and Youth:  
A spotlight on talent*





Moderated by **Joxe Mari Aizega**, General Director of the Basque Culinary Center, this session included the participation of **Liz Ortiguera**, CEO of the Pacific Asia Travel Association (PATA), **Jean-Philippe Zahm**, General Manager of Ducasse Paris (Japan), **Chef Lucia Freitas** from A Tafona y Lume restaurants (Spain), **Chef Maria Margarita A. Fores**, UNWTO Ambassador for Sustainable Tourism and Asia's Best Female Chef 2016 (Philippines), **Hiraku Ogura**, Founder of Fermentation Laboratory (Japan) and **Chef Natsuko Shoji** from Été restaurant and Asia's Best Female Chef in 2022 (Japan).

The discussion focused on empowering the next generation of tourism leaders to help build a legacy by providing women and youth with the skills and knowledge to engage in productive activities, seize economic opportunities and contribute to the sustainable transformation of tourism.

Throughout the session, they discussed the challenges that the sector is facing to be more inclusive and to continue attracting the youth and women, and the importance of gastronomy tourism as a transformative power for today's society and economy.

## 1. Conception of the future of the sector

- **Both Liz Ortiguera and Jean-Philippe Zahm** shared an optimistic and positive view of the future of the sector.
- **Lucía Freitas**, on the other hand, indicated that it is still necessary to be critical of the sector. She pointed out that it is necessary to change the style of work, focusing on sustainability and the development of new talents.
- **Margarita Fores** considered that the future is already here, and that we are experiencing change, indicating that both men and women need to seek balance in their ways of working.
- **Hiraku Ogura** analyzed the conception of restaurants in Japan as a necessity and not so much as a place of leisure and pleasure.
- **Natsuko Shoji** related her experiences as a young entrepreneur woman. She considers necessary to share her story with young people and women to motivate them to move forward, becoming an example to follow.



## 2. Changes to attract young talent to the sector

- **Liz** pointed out that young people look for a mission and purpose in a good work environment. In addition, she claimed there is pride in serving, especially in Asian culture where “Omotenashi” or the pleasure of serving is so ingrained.
- **Jean-Philippe** warned that young people should be aware that it is a sector in which it is not easy to grow, and he advised to be honest with the youth.
- **Lucia** proclaimed the need to give space for young people to show their talent. She also pointed out that hotel hours must be reviewed, acknowledging that being a chef is not easy, and that they must be more flexible.
- **Margarita** explained that young people must be taught “how” to do things, but without forgetting the “why” and that we should give them tools so that they can be entrepreneurs.
- **Hiraku** recognized the lack of young people in the fermentation sector because it is mainly developed in rural areas.
- **Natsuko** highlighted the importance of understanding the personal situation of each of the staff members.



### 3. Gender stereotypes to change in the sector

- **Liz** commented on the importance of having panels, in this kind of events, that are not made up exclusively of men, and that women must be on stage so that their voices can be heard.
- **Jean-Philippe** indicated that the main responsible for ending gender stereotypes in the sector is management.
- **Lucia** recognized the existence of a gap in haute cuisine between men and women, women being in the minority, and pointed out that it is everyone's responsibility to change it. Also, she encouraged women to help each other.
- **Margarita** recognized a progressive change in the sector in the fight against stereotypes.
- **Hiraku** pointed out that in his industry, especially sake, there are more and more women involved and highlighted their work in an industry dominated by men.
- **Chef Natsuko** revealed that all her staff members are women. In addition, she explained that in her restaurants there is a rest policy of two days off per week, pointing out that working every day is something that must be assumed by management and not by the staff.

Each of the speakers closed the topics they discussed about. Margarita's call to the public powers to legislate with policies that make women increasingly present in all industries is relevant. Finally, Natsuko asked that, in the future, there should be no distinction between genders in the awards for best Asian chefs, as is the case with the award she received in 2022.



## Session II

# *Our planet, our future: sustainable food*

With the participation of **Sakiko Yamada**, CEO of FOOD LOSS BANK; Iñaki Gaztelumendi, Technical Coordinator of the Basque Culinary Center; **Benjamin Lephilibert**, CEO of Lightblue Consulting; **Vincent Benjamin**, Commercial Director of Winnow Solutions in APAC; **Eijiro Yamakita**, President and CEO of JTBCorp; **Nakul Anand**, Executive Director of ITC Limited; and **Maddalena Fossati**, Editor-in-Chief of La Cucina Italiana and Condé Nast Traveller Italy, the table was moderated by **Virginia Fernández-Trapa**, Programme Officer of the UNWTO Sustainable Development Department.





The main ideas of this panel were the following:

It is evident the impact of the food industry on the environment. Different figures were shared, such as that a third of the world's food is wasted which, in monetary terms, corresponds to 1.5 trillion dollars. The global food system represents 30% of greenhouse gas emissions, and food waste accounts for 8.2%. 70% of food losses occur before the food reaches the consumer. All these data support the need to fight against the unsustainable production, consumption and waste of food in tourist destinations.

On the positive side, gastronomy was discussed as a lever for the green transformation. Sustainable gastronomy can lead to local economic development, the empowerment of youth and women, and support reducing greenhouse gas emissions by sourcing local ingredients, including for instance “ugly” products, promoting vegetarian meals, preventing food waste and diverting food waste from landfill by using circular solutions. It is also a mechanism to “connect” visitors with destinations and to raise awareness on this serious issue.

From a technical point of view, they talked about how technology can help to reduce food waste in an exceptional way. Examples were provided by Lightblue or Winnow, in which a trained person, together with the appropriate methodology and technological tools, can make a great impact. In addition, the reduction of waste is linked to its subsequent use, in other production or consumption cycles, such as organic compost or animal feeding, where sustainability is combined with cost reduction and profitability.

The ITC hotel chain gave good examples of what could be done, as the total elimination of single-use plastic, locally sourcing drinks and food, and the use of renewable energies (50% of the electricity used by ITC hotels come from renewable energies). Each hotel, by having an organic waste container, can compost the waste, in addition to designing menus in such a way that they generate little waste.

On the occasion of the panel, the [Global Roadmap For Food Waste Reduction in Tourism](#) was released for a public consultation.

**“We are not  
owners of the  
planet, but  
guests.”**

**Maddalena Fossati,**  
Editor-in-Chief at La  
Cucina Italiana and Condé  
Nast Traveller Italy

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## Session III

*Scaling up for the SDGs: Final of the 3rd UNWTO*

### *Global Gastronomy Tourism Startup Competition*

The startup competition this year had more than 700 registrations received from around the world, of which 42% were companies founded by women. **Natalia Bayona**, UNWTO Director of Innovation, Education and Investments, explained that this competition aims to promote and give voice to projects that have a positive impact on the promotion of gastronomy tourism. They must be projects based on technology and that promote environmental and social sustainability.

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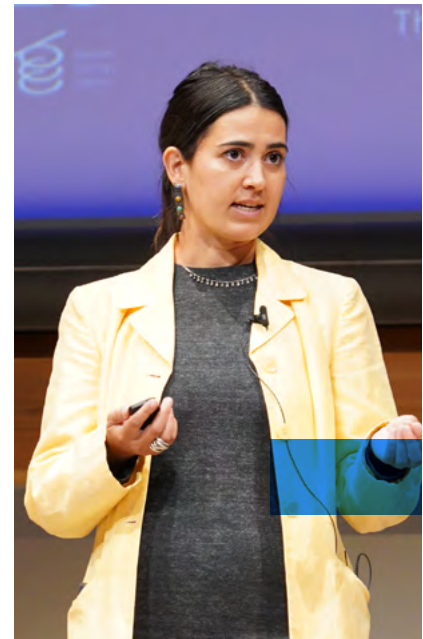
**Byfood.com (Japan)**  
**Project presented by its**  
**co-founder, Serkan Toso.**

This technological platform meets the needs of travelers who do not speak Japanese when visiting Japan and want to experience the local culinary culture. Byfood.com provides the traveller with information prior to their visit with content generated by restaurants and agencies that offer gastronomic tours, so that they can be inspired and book activities. The platform helps improve the experience by translating all the menus and by enabling to book and pay for experiences.



**Local Food DLT**  
**(Bulgaria) Project**  
**presented by its**  
**founders, Denitsa**  
**Georgieva and Mariya**  
**Kyoseva.**

This blockchain-based trading technology solution seeks to connect restaurants with local vendors and offer authentic culinary experiences to guests. The project generates between 15 and 35% more profits for producers and restaurants.



**2492IOneArmenia**  
**(Armenia) Project**  
**presented by Anahit**  
**Galstyan, Director of**  
**Operations and Strategy.**

The platform aims to put Armenia on the world map as the best culinary destination in the Caucasus. 2492 Travel aims to connect international tourists with local chefs through culinary experiences. Training is offered to the providers of the experiences, in order to standardize the product, learn English and design sustainable projects. They are committed to positively impacting SDG 1 for the eradication of poverty; 5 for gender equality; and 8 on decent work and economic growth.





**Soplaya (Italy)**  
**Project presented by**  
**Mauricio Germani, CEO**  
**and founder.**

Based in Italy, they seek to improve the inefficient market of the food products distribution. They have already connected more than 300 producers with 3,000 chefs. They seek to improve producers' current profit margin by 18% and decrease chefs' costs by 12%. They also manage to considerably reduce the time spent by chefs and producers on logistics issues that do not add value. Their main impact on the environment is the reduction of 50% of carbon emissions in the transport of products, and 98% of waste.



**Tenemos filo (Colombia)**  
**Project presented by its**  
**founder, Karola Viteri.**

This platform seeks to be the leading promoter of the Latin American culinary offer for tourists visiting the region. On the platform, which currently only serves Colombia, the offer of restaurants, experiences and culinary events are centralized, offering the user information and the possibility of booking and paying through the app.



**Beyondnext (Republic of Korea)**  
**Project presented**  
**by Sangjin Park,**  
**founder.**

Sangjin founded Beyondnext to inform about and promote the vegetarian offer in his country. The company has created a platform where a selection of vegetarian restaurants is offered, allowing users to purchase products for their consumption, enjoy content and meet members of communities related to their interests. The project seeks to be a unique place where all the needs of the vegetarian audience are met and collect data that can be exploited in Big Data format. It generates an impact on SDG 12 for Responsible Consumption and Production, as well as number 13, on Climate Action.



At the end of the presentations of the six projects, Byfood.com, the Japanese platform that seeks to connect foreign tourists with local culinary experiences, was selected as the winner of the competition.



# World Café:

## *Sharing is caring*

Moderated by the coordinator of the master's degree in gastronomy tourism of the Basque Culinary Center, **David Mora**, this segment was thought of as a participatory activity with the onsite audience, who tried to extract useful readings from the fieldworks in which they participated.

The session was structured in three blocks:

# 1

The participants were distributed in circular tables, trying to ensure that there was diversity in terms of the experiences attended. In the first part, they had to introduce themselves and explain their experience in detail. They then were asked to identify common good practices during these experiences.

# 2

In a second question, they were asked about mistakes detected or identified areas of improvement.

# 3

Finally, the members of the audience were asked to link their experiences with some of the gastronomy tourism trends recognized in recent times.



- The strong focus given on the use of local products was highlighted by all participants.
- The warmth and hospitality received were also positively valued.
- They were judged as genuine, authentic experiences, during which they had the opportunity to interact with local communities.
- In general, it was perceived that, for the local population, the production of artisan food was part of its vital purpose.
- Similarly, comments were made about room for improvement in some of the activities, referring above all to the inconsistency in terms of sustainability due to the widespread use of plastic or the difficulties in paying electronically in more remote areas.
- Another element to improve would be the knowledge of foreign languages, although avoiding standardizing the experiences for the foreign public, but rather maintaining their authenticity.
- The lack of more shopping options and the difficulties that getting to these areas without a local guide may represent were also highlighted.
- Finally, it was considered that the experiences fit well with some trends in gastronomy tourism, such as the farm to table, the search for authenticity and interaction with locals, and the growing interest on the origin of dishes and products.

### Fieldworks (PDF)





## Session: *Get inspired!*

Moderated by **Iñaki Gaztelumendi**, Technical Coordinator of the Basque Culinary Center, this session presented successful initiatives in gastronomy tourism from four destinations to exchange knowledge and serve as inspiration for the development of projects that promote sustainable practices in gastronomy tourism.

### Gastronomy Tourism in Nara (Japan)

**Shogo Arai**, Governor of the Nara Prefecture (Japan) announced the four initiatives implemented by the Nara Prefecture to position itself as an attractive destination in gastronomy tourism, where visits are long-term, increasing the positive impact on the destination, as well as motivating the visitor to return to the destination:

1. Strengthen the knowledge of professionals both in the culinary field and in agricultural management (courses, training, agreement with the Basque Culinary Center).
2. Remodeling of the central market of Nara, transforming it into a vibrant complex where not only food can be enjoyed, but also culture and sports.
3. Advertising, working to promote restaurants in internationally recognized gastronomic guides such as the Michelin Guide.
4. Comprehensive promotion of small “Auberges” type of accommodation in rural locations and the use of local ingredients in these.

### Yucatan + Gastronomy: a reference for sustainable tourism (Mexico)

**Michelle Friedman**, Secretary of Tourism of Yucatan (Mexico) presented the tourism strategy that is being carried out in the destination: combining efforts to develop gastronomy tourism, thus promoting the sustainability of the sector. They are using the Yucatecan culinary heritage, while combining it with modern ingredients, giving rise to contemporary cuisine. The final objective is to offer a story to the visitors so that they feel and understand the territory through cuisine and history, for example with campaigns such as “365 tastes and flavors of Yucatán”.

### Culinary Root: Castilla – La Mancha (Spain)

**Fernando Honrado**, Managing Director of Etura, a public company for the promotion of Tourism and Crafts in Castilla La Mancha (Spain), presented the strategic plan for gastronomy tourism “Culinary Root” created for the autonomous community of Castilla-La Mancha which main objective is to revalue the culinary identity of the region, starting with the excellent quality products they have. The need to unite the different sectors related to gastronomy tourism was highlighted, as well as defining who are the main partners of this initiative, and the challenges and lessons learnt during this process. Finally, the next steps were presented seeking to promote Castilla La Mancha as a gastronomic destination, including new partners to develop and promote more complex and specialized gastronomic experiences aligned with the high expectations of visitors.





## **Slow Food Travel: Azerbaijan**

**Sakina Asgarova**, Head of Gastronomy Tourism Management of the Azerbaijan Tourism Board presented the strategy that is being carried out in collaboration with the international organization “Slow Food”, with whom they are working to create the Slow Food Travel route of the Great Mountain from the Caucasus. This project aims to value the products and gastronomic biodiversity of this area by training the different actors in the tourism value chain (agricultural producers, hotels and accommodation, restaurants, kitchen staff...) and raising awareness in the communities about the development possibilities that there are and the positive impact that the promotion of traditional cuisine can have to attract more tourists, for a longer trip duration, thus generating more jobs and higher incomes.

The different initiatives currently carried out were mentioned, such as the Ark of Taste, where products and culinary traditions are rescued for their conservation and how, together with important stakeholders such as chefs’ associations, they designed the “Ark of Taste menu of Azerbaijan”, which was successfully presented at the Dubai Expo of 2020.

To conclude this session, the moderator Iñaki Gaztelumendi reflected on the importance of destinations to have a vision, a strategy, and the need for collaborations between different entities to create management tools that can help develop gastronomy tourism.



# Signing Ceremony

## *Private Sector Commitment to the Global Code of Ethics*

Nine companies in Japan's private tourism sector have pledged to follow the Global Code of Ethics for Tourism. During the ceremony, the importance of protecting the environment, communities and the defense of culture were highlighted.

The signing ceremony was formalized by **Zurab Pololikashvili**, UNWTO Secretary-General, **Mitsuaki Hoshino**, Vice Commissioner of the Japan Tourism Agency and **Yoshiaki Hongo**, Head of the UNWTO Regional Support Office for Asia and the Pacific. As reported in the conference, all agencies related to tourism must be more responsible with local communities and have a greater commitment to improve the sustainability of their activities. For this reason, it is worth emphasizing the success of the Forum in serving as a platform for these nine companies to join in the commitment to the Global Code of Ethics for Tourism, all of them with the aim of achieving a tourism that respects human rights, the cultural heritage and the environment and working towards social inclusion and gender equality.

The nine companies that signed the commitment were:

- » **AN Hotel Corporation** represented by its CEO, Kouki Tomoda.
- » **Japan Tourism Facilities Association** represented by its President, Yutaka Suzuki.
- » **JW Marriott Hotel Nara** represented by its General Manager, Christopher Clark.
- » **MapTravel Co., Ltd.** represented by its President, Teppei Daido.
- » **Matsui Honkan** represented by its CEO, Setsuko Matsui.
- » **Nara Hotel Co., Ltd.** represented by its President, Ryuta Harada.
- » **Ryokan Koyo Co., Ltd.** represented by its President, Yoshie Sato.
- » **Tamanoyu Co., Ltd.** represented by its President, Izumi Kuwano.
- » **Watazen Co., Ltd.** represented by its President, Masaaki Shigemi.







# Conclusions

Presented by **Sandra Carvão**, UNWTO's Director of Tourism Market Intelligence and Competitiveness, and **David Mora**, Coordinator of the Master's Degree in Gastronomy Tourism of the Basque Culinary Center, these are the ten key takeaways of this 7th edition of the Forum, in relation to the Japanese ancestral culture:

- 1. Mono no aware:** nothing is permanent, not even tourism. We need to take care of it, adapt and innovate.
- 2. Shu-Ha-Ri:** we must move forward and build a stronger, more resilient industry now that tourism weaknesses have been identified.
- 3. Kaizen:** continuous improvement, the best is always expected from tourism professionals, especially after the pandemic. Margarita Forés: "It is required to teach the young generations about passion, talent and commitment."
- 4. Omotenashi (hospitality):** offer the best service without expecting anything in return. In gastronomy, it is all about the experience. According to Joxe Mari Aizega, we must protect and empower the people who work in the sector.
- 5. Wabi-Sabi:** although it is true that tourism is imperfect and has an impact on the environment, the change has already begun.



**6. Mottainai (too good to waste):** we must unite forces to reduce food waste and be more sustainable. UNWTO has launched the Global Roadmap on Food Waste Reduction. As Vincent Benjamin says: “Food is too precious to be wasted.”

**7. Gaman (patience and perseverance):** we must support women and empower future generations who need role models. “Providing women with tools and a space to demonstrate what they are capable of”, Lucía Freitas.

**8. Ichi go, Ichi e:** the origin of gastronomy is nature and it must be respected and honored. As Maddalena Fossati says: “We are the guests in this planet, not its owners”.

**9. Shizen (nature):** we are what we eat, we must improve the production system and encourage local consumption.

**10. Ikigai (life purpose):** treat people and nature with respect, within the framework of a life purpose that favors the common good.

Following the hosting of the Forum in Asia in 2022, the 8th edition of the UNWTO World Forum on Gastronomy Tourism will return to Europe, specifically to the Spanish city of San Sebastián, where the Basque Culinary Center, UNWTO Affiliate Member and co-organizer of the Forum, is based. The dates chosen for the 2023 edition are 5 and 6 of October. We will have a new opportunity to learn about the innovations of the gastronomy tourism sector and enjoy the food and culinary culture of this beautiful coastal city.

We want to specially thank the collaboration of the students of the Master’s Degree in Gastronomy Tourism of the Basque Culinary Center, for their support in preparing this document.

- » [Link to the morning sessions of the 13th December](#)
- » [Link to the afternoon sessions of the 13th December](#)
- » [Link to the afternoon sessions of the 14th December](#)







