



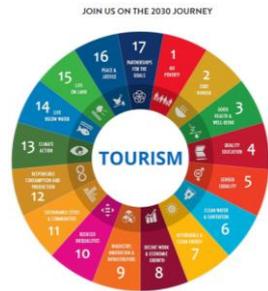
International Symposium on Gastronomy Tourism 2022

The Case of Nara as a Gastronomy Tourism Destination

Oriane Derrier
Programme Officer, UNWTO

A globe centered on the Arctic region, showing the North Pole and surrounding landmasses including North America, Europe, and Asia. A circular graphic overlay is centered on the North Pole, featuring a compass rose and the letters 'UNWTO' in a large, white, sans-serif font. The globe is tilted, and the text 'NORTH' is visible on the left side. The background is a light blue and white color scheme.

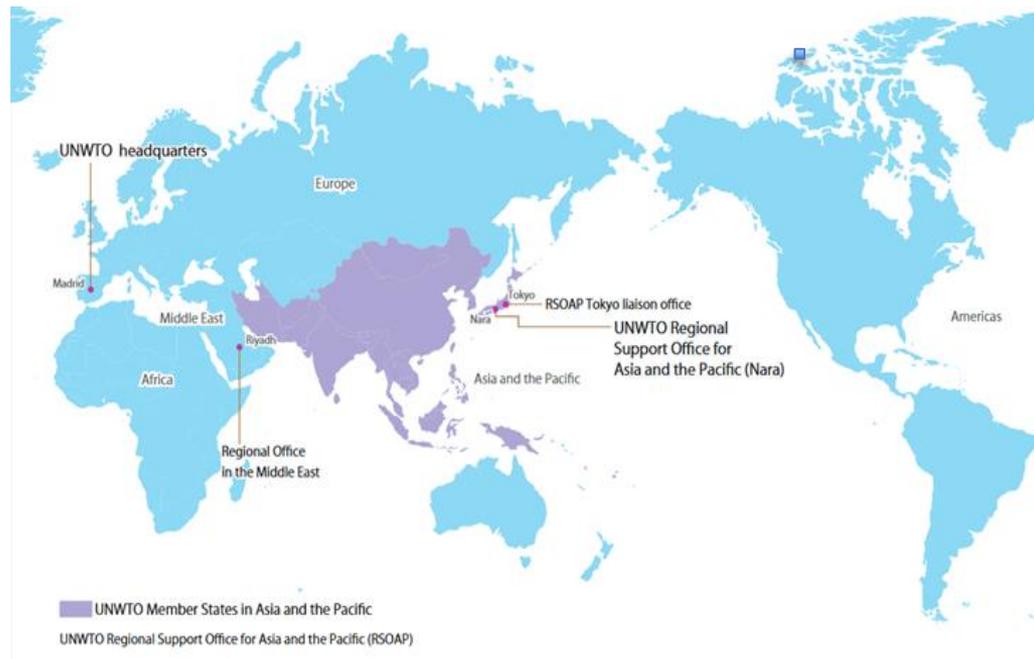
UNWTO



The World Tourism Organization (UNWTO) is the United Nations agency in charge of the promotion of **responsible, sustainable and universally accessible tourism.**

160 Member States

More than **500 Affiliate Members**
(21 in Japan)



For support and queries, please consult:

Website: <https://unwto-ap.org/>

Contact email: info@unwto-ap.org

A scenic landscape featuring a dirt path that leads through a lush green field. On the right side of the path, there is a rustic wooden fence made of logs and posts. The background shows rolling green hills under a bright blue sky filled with fluffy white clouds. The overall atmosphere is peaceful and natural.

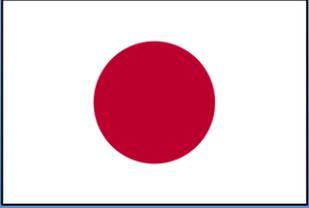
International Tourism Data & Outlook

International Tourism before COVID-19



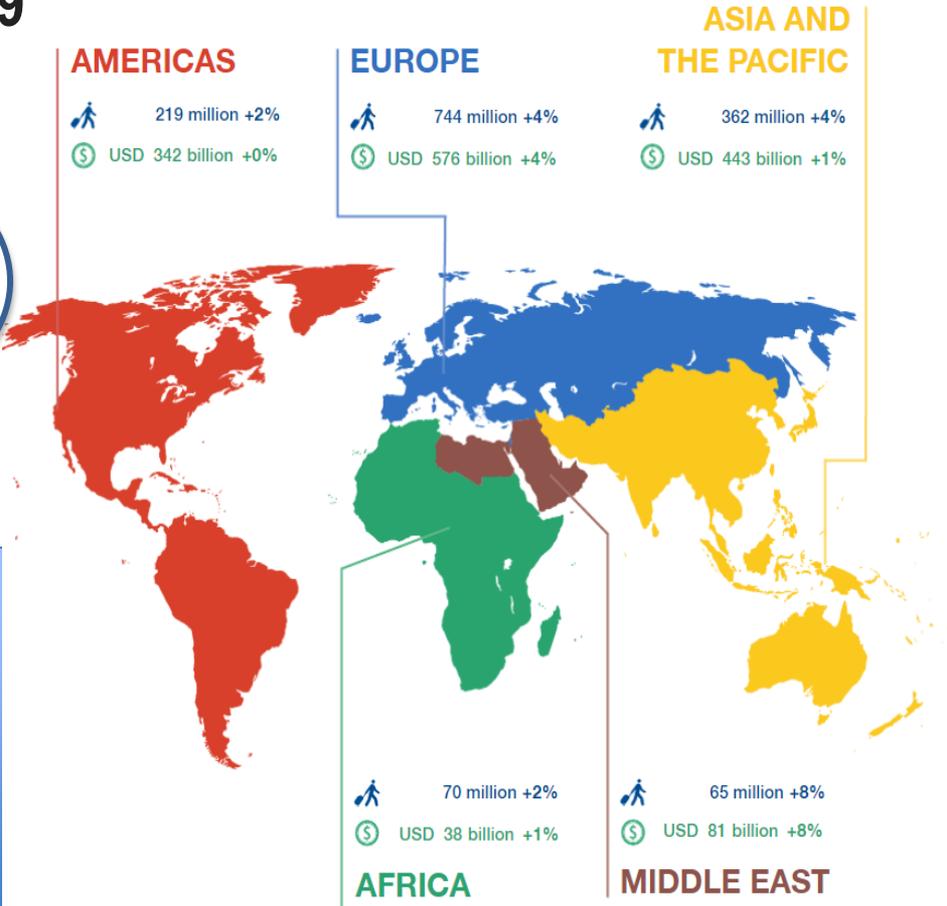
1.5 Billion
International
tourist arrivals

USD 1,481 billion
International
tourism
receipts



International tourist arrivals
32.2 million, 4x more than in 2010

International tourism receipts
USD 46.1 billion, nearly 3x more than in 2010



Map of international tourist arrivals (million) and tourism receipts (USD billion)
 Source: World Tourism Organization (UNWTO). Data as of November 2020. * Provisional data.

2021

JANUARY - SEPTEMBER

INTERNATIONAL TOURIST ARRIVALS

WORLD

- 20% (vs 2020)

- 76% (vs 2019)

EUROPE

- 8% (vs 2020)

- 69% (vs 2019)

ASIA & THE PACIFIC

- 75% (vs 2020)

- 95% (vs 2019)

MIDDLE EAST

- 39% (vs 2020)

- 82% (vs 2019)

AMERICAS

+ 1.5% (vs 2020)

- 65% (vs 2019)

AFRICA

- 34% (vs 2020)

- 77% (vs 2019)

UNWTO predictions for 2021:
-70% to -75% of international
tourist arrivals
(compared with 2019)



SOURCE: UNWTO

* PROVISIONAL DATA, Y-O-Y MONTHLY CHANGE BY REGIONS OVER 2019 (DATA AS OF NOVEMBER 2021)

Changes in traveler behavior in times of COVID-19

-short-lived trends or here to stay?-



Closer

Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travelers go for '*staycations*' or vacations close to home.



More responsible

Sustainability, authenticity and localhood: travelers believe in the importance of creating a positive impact on local communities, increasingly searching for authenticity.



Get away

Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.



New concerns

Health & safety measures, multiplicity and volatility of entry requirements, and cancellation policies are consumers' main concerns. Last-minute bookings have increased.

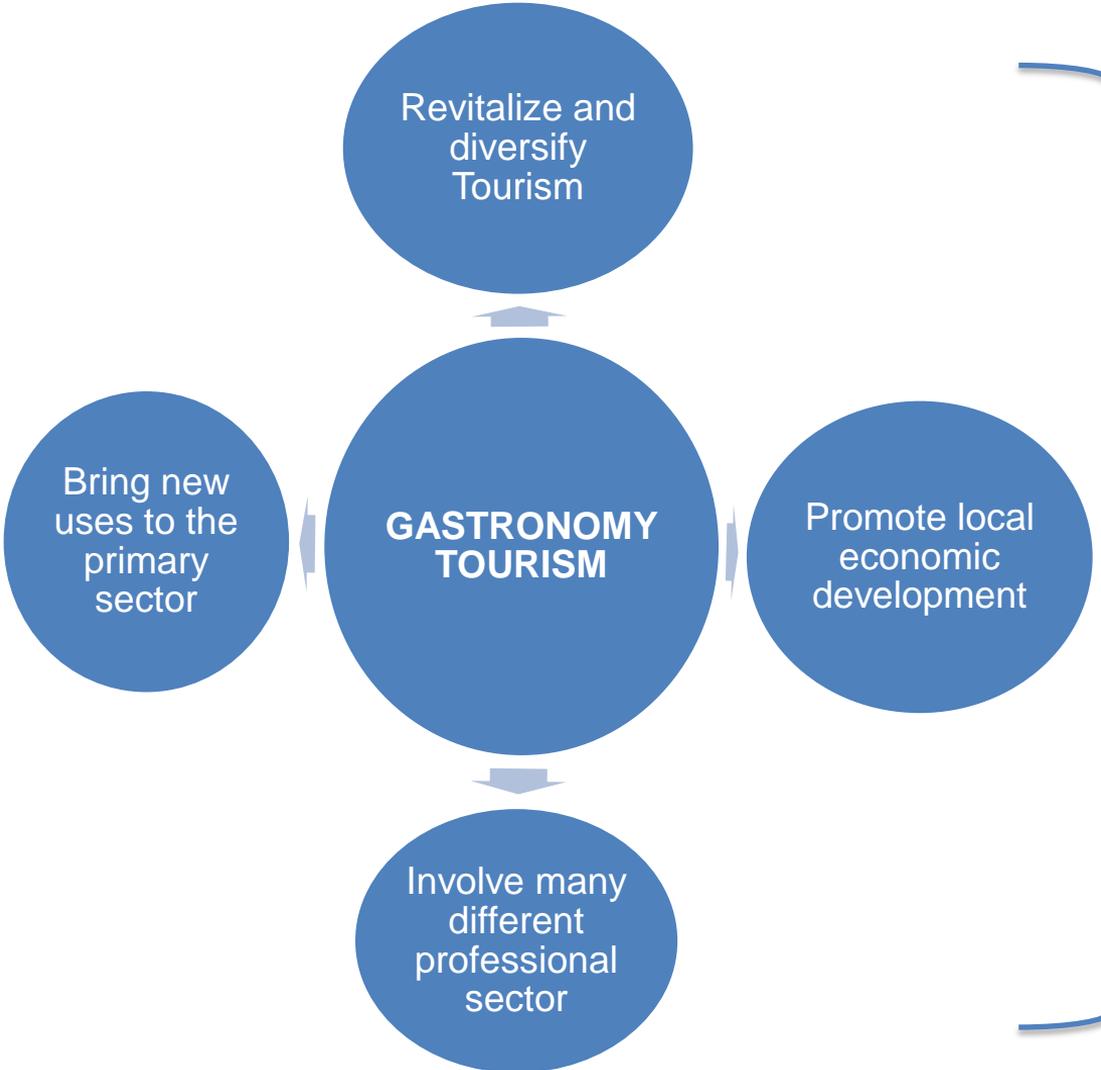


Importance of Gastronomy Tourism

UNWTO DEFINITION OF GASTRONOMY TOURISM

A type of tourism activity which is characterized by the **visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.**





Benefits of Gastronomy Tourism

- Promoting & Branding destinations
- Preserving local traditions & diversities
- Harnessing & rewarding authenticity

Relevance of Gastronomy Tourism in Japan

Activities favoured by for foreign travellers
in Japan:

1 “To eat Japanese Food”

6 “To enjoy Japanese Sake”

WASHOKU

UNESCO Intangible Cultural Heritage
since 2013

Before Edo period: appearance of Kaiseki
dishes



A woman wearing a white headscarf and a dark jacket is focused on preparing food in a wooden stall. She is using a small metal tool to spread a substance from a small container onto a stack of round, golden-brown items, likely waffles or pancakes, which are resting on a red tray. The stall is illuminated by warm, low-key lighting, creating a cozy atmosphere. In the background, another person in a white uniform is visible, and a small doll hangs from a wooden post. The overall scene suggests a traditional food market or a specialty food stall.

Nara & Gastronomy Tourism

NAFIC

Integrated curriculum
combining **farming**
and **food services**
activities

Farm to Table
approach



Development of
“Terroir”
concept in Nara

Practical experience
at the **Auberge**

Seeking
partnerships

Gastronomy Tourism Product Development Initiatives in Nara

Nara Food Festival
C'Festa



Nouson Marugoto
Shukaku Walk



Nara no Umai mon
Meguri



Yamanobemichi
Gastronomy online
tour
& showcasing route



Cooking classes &
family friendly event



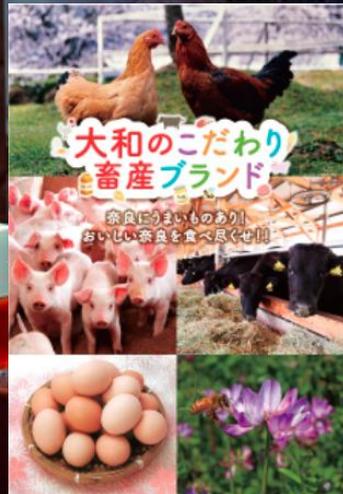
Source images:
Nara Food Festival C'Festa: Nara Prefecture
Nouson Marugoto Shukaku Walk: <https://www.pref.nara.jp/dd.aspx?menuid=23158>
Nara no Umai mon Meguri: <https://www.youtube.com/watch?v=5x00p3H1Q0>

Gastronomy Tourism Certifications and Labels in Nara

Yamato Yasai



Nara livestock
Label



Participating store
handling delicious
products from Nara



Choubouno Yoi
Certification



Recommendations from the Gastronomy Tourism Guidelines

Recommendations	Key Points	Nara's Initiative
<p>2. Promote the recognition of the local gastronomy as a cultural heritage: strengthen culinary identity, local products and the gastronomy of the destination</p>	<p>Develop programmes to create awareness of the gastronomic culture and of local products at various educational levels: primary and secondary, baccalaureate, vocational and universities;</p>	<ul style="list-style-type: none"> ▪ NAFIC ▪ Cooking class & Family Friendly events
	<p>Promote the transfer of gastronomic culture to future generations to prevent the loss of authenticity and of values;</p>	
	<p>Design and develop a programme to protect and promote local products by fostering links among producers, chefs, shops, consumers, etc</p>	
	<p>Encourage the local people to be proud of their gastronomy and to feel part of it.</p>	
	<p>Manage quality labels and branding policies for endogenous food products to prevent standardization and the loss of heritage value, while strengthening actions to generate relevant branding, image and communication</p>	<ul style="list-style-type: none"> ▪ Yamato Yasai ▪ Participating store handling delicious products from Nara <ul style="list-style-type: none"> ▪ Nara livestock Label ▪ Choubouno Yoi Certification

Recommendations from the Gastronomy Tourism Guidelines

Recommendations	Key Points	Nara's Initiative
3. Take actions to improve the scenario, environment, venues and system for hosting gastronomy tourists	Set up amenities to enhance the gastronomic heritage : museums, venues, gastronomy interpretation centres, etc.;	NAFIC
	Set up activities to encourage the various communities to celebrate their gastronomic traditions , fostering pride in their community and preserving their cultural identity	Nara Food Festival C'Festa
4. Foster the creation and development of products and of gastronomy tourism experiences associated with the endogenous potential of the destination. These should be innovative, distinctive, and varied to attract gastronomy tourists and help position the territory as a gastronomy destination	Promote the most cultural aspect of gastronomy and how it is reflected in the social and economic life of the territory by making proposals for tourist immersion in the local gastronomic culture, enabling them to participate in local customs, markets, festivals and events and to enjoy the local gastronomic culture	<ul style="list-style-type: none"> • NAFIC • Nara Food Festival C'Festa • Yamanobenomichi Gastronomy online tour & showcasing route • Nouson Marugoto Shukaku Walk • Nara no Umai mon Meguri
	Organize activities to galvanize the sector : cookery competitions, gastronomic meetings, awards and recognitions, etc	<ul style="list-style-type: none"> • NAFIC • Nara Food Festival C'Festa • Choubouno Yoi Certification

Recommendations from the Gastronomy Tourism Guidelines

Recommendations	Key Points	Nara's Initiative
<p>5. Promote competitiveness of all actors of the value chain, based on excellence, knowledge, talent management, innovation and cooperation of all actors</p>	<p>Draw up gastronomy training plans for different sectors, based on prior identification of their training needs.</p>	<p>NAFIC</p>
	<p>Foster a culture oriented to value people and professions of gastronomy tourism.</p>	
<p>9. Maximize the power of technology as a driver for developing gastronomy tourism</p>	<p>Create programmes for 'ambient intelligence' development to promote gastronomy tourism experience for visitors.</p>	<p>Yamanobenomichi Gastronomy online tour & showcasing route</p>
<p>10. Promote Gastronomy Tourism as a Tool to Progress Towards Sustainability in the Destination and the Contribution of Tourism to the SDGs</p>	<p>Develop programmes to encourage the use of sustainable local products and services to generate employment and local benefits, supporting campaigns to take products direct to the table;</p>	<p>- NAFIC <ul style="list-style-type: none"> - Nara Food Festival C'Festa, - Yamato Yasai Labels - Nara livestock Label <ul style="list-style-type: none"> - Participating store handling delicious products from Nara </p>
	<p>Encourage the inclusion of local products and techniques in the tourism value chain, especially in hospitality;</p>	
	<p>Promote sustainable cooking with local products</p>	



To Go Further

Tourism Product Development through Gastronomic Routes

Gastronomy route at the Yamanobe Trail



Recommendation 4

Foster the creation and development of products and of gastronomy tourism experiences associated with the endogenous potential of the destination

Key Points:

- Foster the development of guided gastronomic tours to resources that are difficult to reach, as either temporary or permanent products; and
- Generate geographical or themed food routes (dishes, products, people, agricultural landscapes, etc.) that can contribute to the socio-economic development of the region as a whole, helping to distribute tourism flows, strengthening the local economy and improving territorial balance

Examples of Gastronomic Routes

UNWTO Wine Tourism Product Development Project: The Joyful Journey

Vélo & Fromages Label Biking Route



SOCIO DE HONOR

UNWTO
World Tourism Organization

DESCUBRE ESPAÑA A TRAVÉS DE SUS BODEGAS

RESERVA AHORA

ORGANIZA

Foro de Marcas Renombradas Españolas

The banner features the UNWTO logo on the left, a central text area with a 'RESERVA AHORA' button, and the 'Foro de Marcas Renombradas Españolas' logo on the right. The background shows a hand holding a piece of bread and a bunch of grapes.



Quality Labels for Local Food & Traditional Know-How

Yamato Yasai Labels



Recommendation 2

Promote the recognition of the local gastronomy as a cultural heritage: strengthen culinary identity, local products and the gastronomy of the destination.

Key Point:

- Manage quality labels and branding policies for endogenous food products to prevent standardization and the loss of heritage value, while strengthening actions to generate relevant branding, image and communication.

UNWTO's Work on Gastronomy Tourism

EVENTS

UNWTO World Forum on Gastronomy Tourism
UNWTO Global Conference on Wine Tourism



**Nara Governor Shogo Arai's
speech at the 6th UNWTO World
Forum on Gastronomy Tourism
(Bruges, Belgium)**



**Passing Ceremony from Bruges
to Nara as host of the
7th UNWTO World Forum on
Gastronomy Tourism**

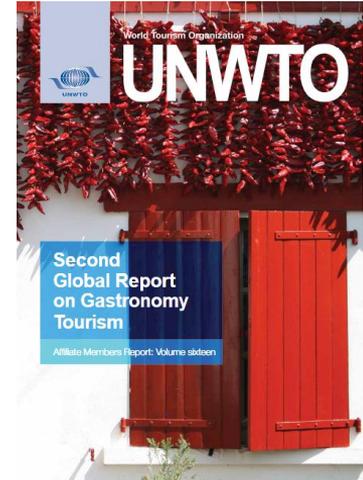
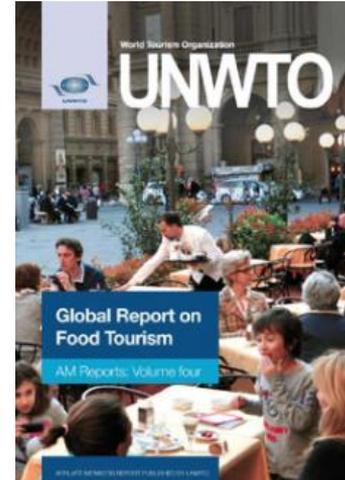
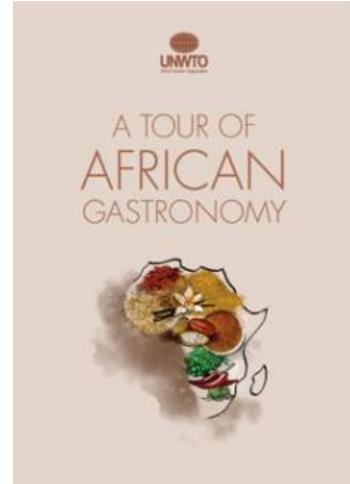
TECHNICAL PROJECTS

**UNWTO Wine Tourism Product
Development Project: The
Joyful Journey
(Spain and Argentina)**



UNWTO's Work on Gastronomy Tourism

RESEARCH





COVID-19
RESPONSE

Thank You

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<https://unwto-ap.org/>