



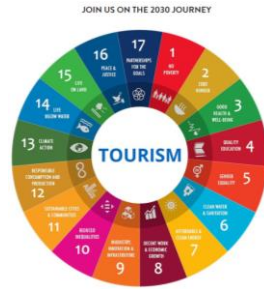
International Symposium on Gastronomy Tourism 2022

The Case of Nara as a Gastronomy Tourism Destination

Orianne Derrier
Programme Officer, UNWTO

A polar projection map of the Arctic region, showing the North Pole at the center. The map includes labels for various countries and regions such as Russia, Canada, Greenland, and Iceland. The word 'UNWTO' is overlaid in the center in a large, white, sans-serif font. The map is detailed with latitude and longitude lines and various geographical features like the Arctic Ocean and surrounding seas.

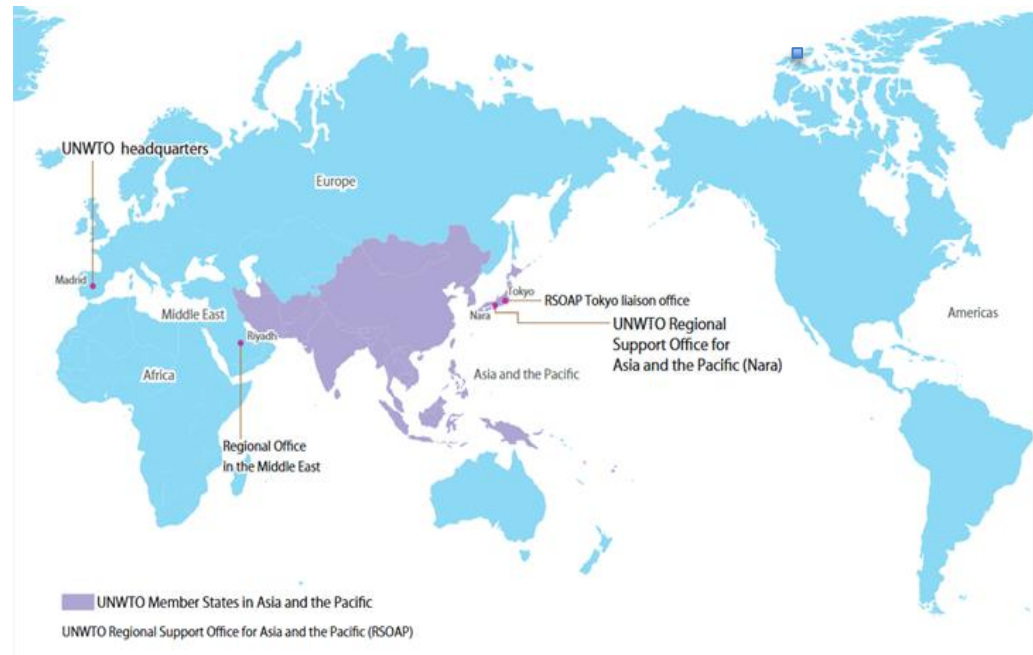
UNWTO



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



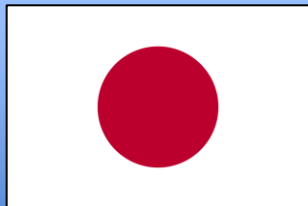
International Tourism Data & Outlook

International Tourism before COVID-19



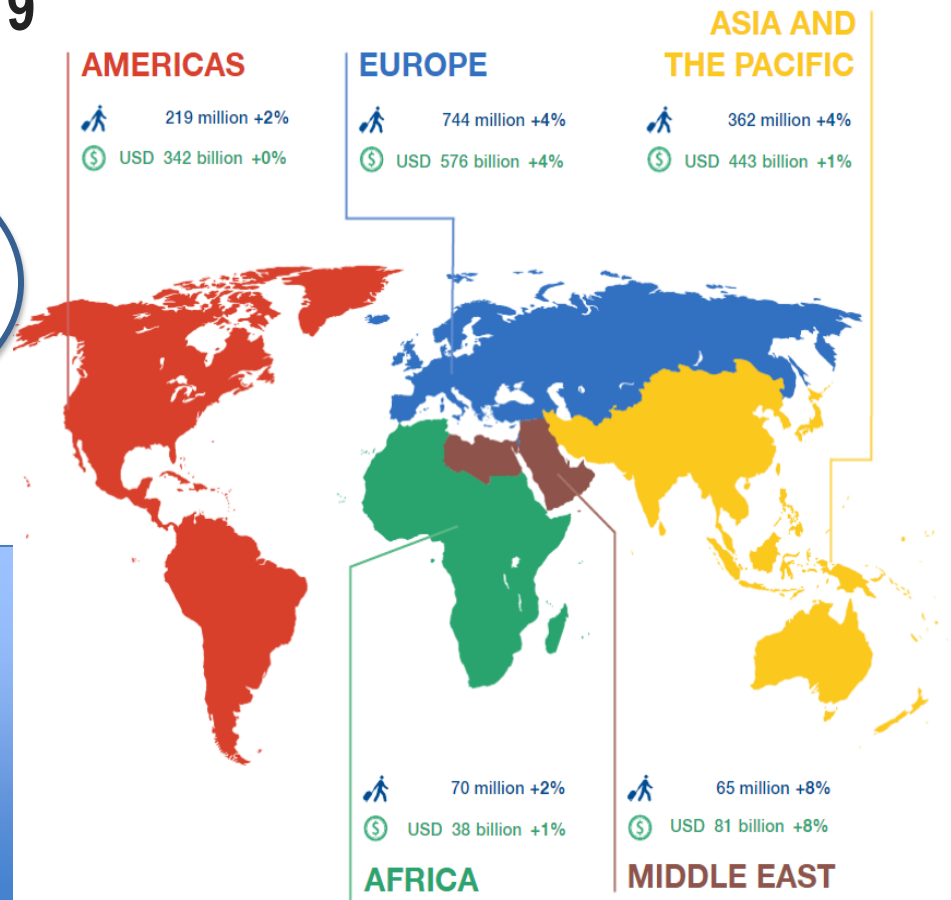
1.5 Billion
International
tourist arrivals

**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**



2021

JANUARY - SEPTEMBER

INTERNATIONAL TOURIST ARRIVALS

AMERICAS

+ **1.5%** (vs 2020)
- **65%** (vs 2019)

AFRICA

- **34%** (vs 2020)
- **77%** (vs 2019)

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)

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.

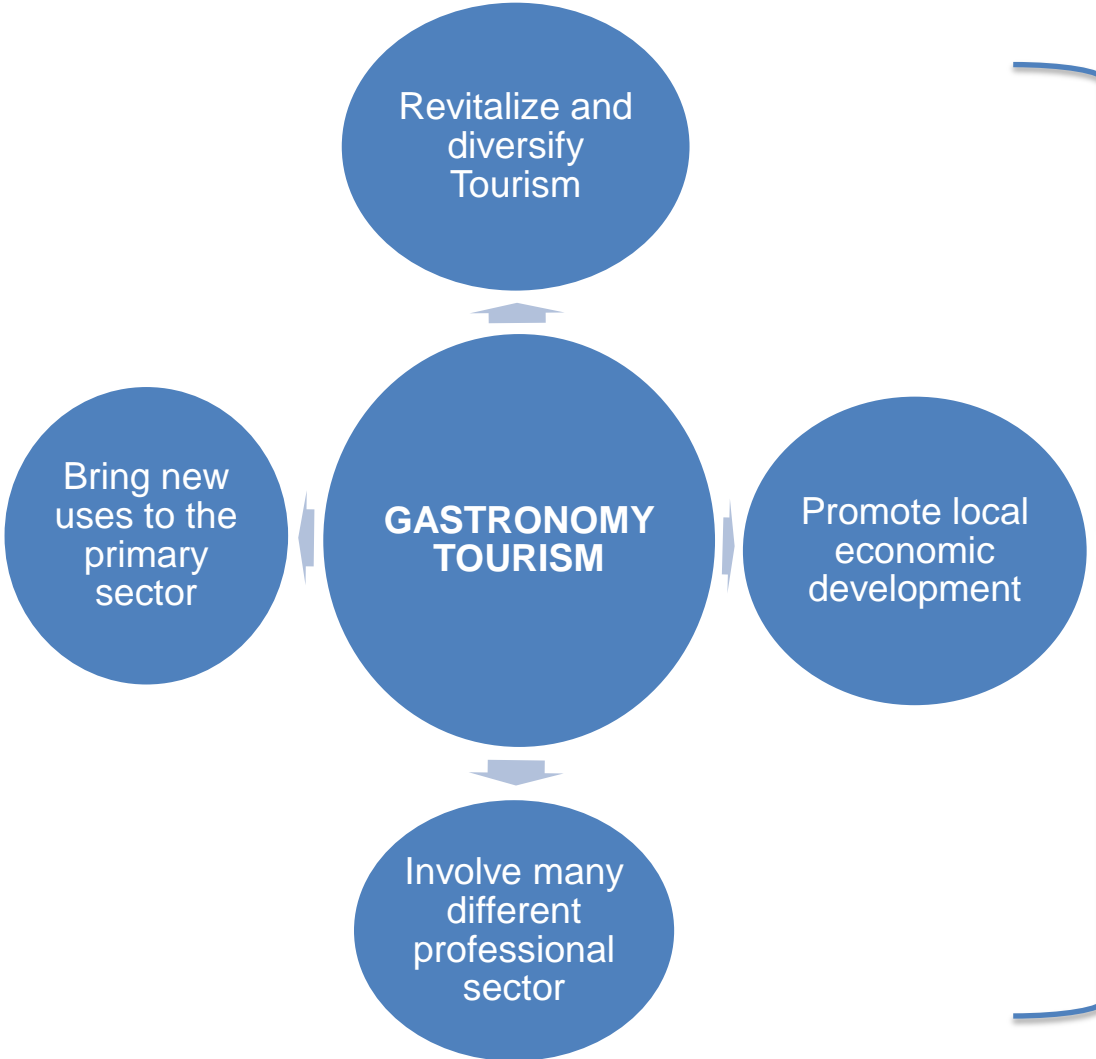
A chef wearing a white face mask and a grey headband is grilling several small fish on skewers over a charcoal fire. The chef is wearing a black and white checkered shirt. A single glowing light bulb hangs above the grill. The background is dark, suggesting an outdoor night market setting.

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





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



Yamanobenomichi Gastronomy online tour & showcasing route



Cooking classes & family friendly event

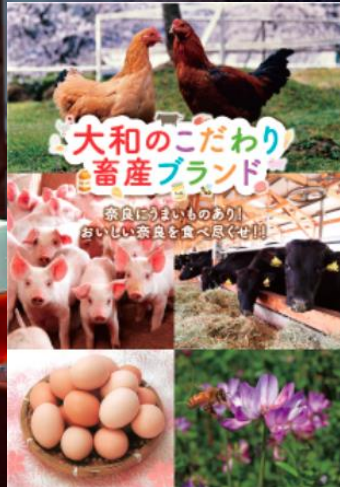


Gastronomy Tourism Certifications and Labels in Nara

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
2. Promote the recognition of the local gastronomy as a cultural heritage: strengthen culinary identity, local products and the gastronomy of the destination	Develop programmes to create awareness of the gastronomic culture and of local products at various educational levels: primary and secondary, baccalaureate, vocational and universities;	<ul style="list-style-type: none"> ▪ NAFIC ▪ Cooking class & Family Friendly events
	Promote the transfer of gastronomic culture to future generations to prevent the loss of authenticity and of values;	
	Design and develop a programme to protect and promote local products by fostering links among producers, chefs, shops, consumers, etc	
	Encourage the local people to be proud of their gastronomy and to feel part of it.	
	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	<ul style="list-style-type: none"> ▪ Yamato Yasai ▪ Participating store handling delicious products from Nara ▪ 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
	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
5. Promote competitiveness of all actors of the value chain, based on excellence, knowledge, talent management, innovation and cooperation of all actors	Draw up gastronomy training plans for different sectors, based on prior identification of their training needs.	NAFIC
	Foster a culture oriented to value people and professions of gastronomy tourism .	
9. Maximize the power of technology as a driver for developing gastronomy tourism	Create programmes for ' ambient intelligence ' development to promote gastronomy tourism experience for visitors.	Yamanobenomichi Gastronomy online tour & showcasing route
10. Promote Gastronomy Tourism as a Tool to Progress Towards Sustainability in the Destination and the Contribution of Tourism to the SDGs	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 ;	<ul style="list-style-type: none"> • NAFIC • Nara Food Festival C'Festa, • Yamato Yasai Labels • Nara livestock Label • Participating store handling delicious products from Nara
	Encourage the inclusion of local products and techniques in the tourism value chain , especially in hospitality;	
	Promote sustainable cooking with local products	



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



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**

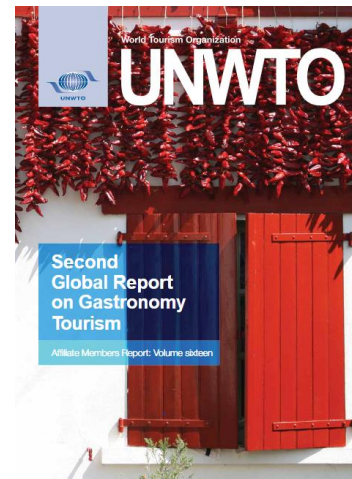
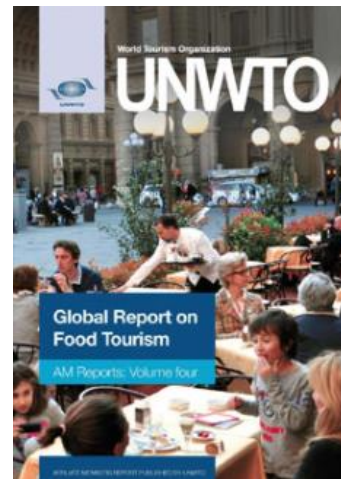
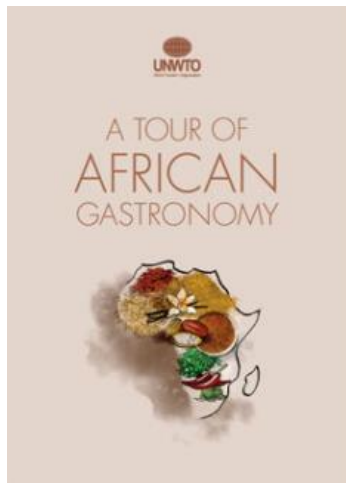
TECHNICAL PROJECTS

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



UNWTO's Work on Gastronomy Tourism

RESEARCH





COVID-19
RESPONSE

Thank You

oderrier@unwto-ap.org

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