

6th UNWTO World Forum on Gastronomy Tourism

Making gastronomy tourism an ally in environmental sustainability in rural areas

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Tourism in Rural Areas

Benefits:

- Income increase for locals
- Greater social vitality
- Territorial regeneration activities
- Protection of local customs & traditions
- Boost of living standards



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Gastronomy is part of an agricultural system that should equally address social, economic & environmental sustainability



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Gastro Tourism in Rural Areas

Benefits:

- Vitality to local communities
- Cultural representation
- Revival of traditions through community connection
- Support of local food production
- Internationalisation of local cuisine

A hand is shown pouring a liquid from a white pitcher into a white bowl. The bowl contains a colorful salad with green leafy vegetables, red tomatoes, and other ingredients. The background is a rustic, grey wooden surface.

The role of Gastronomy is to promote tourism through culinary heritage culture & to enhance the reputation of a destination



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Sustainable Gastronomy

"Sustainable Gastronomy means cuisine that takes into account where the ingredients are from, how the food is grown and how it gets to our markets and eventually onto our plates"

FAO



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Culinary Industry Facts

post Covid-19 era

- Culinary Industry as a key economic sector
- Existential Challenge for the global restaurant world
- World-class Culinary entrepreneurship tackles climate change
- A plate of food is a plate of hope



Relation to Green Recovery

- Adoption of Circular Economy principles
- Renegotiation of Gastronomy's role in the global food chain
- Resilient Restaurants
- Food Waste Prevention
- Use of AI in Agriculture



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A Gastronomic Destination



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"If you deconstruct Greece, you will in the end see an olive tree, a grapevine and a boat remain. That is, with as much, you reconstruct her." - Odysseas Elytis



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Greek Gastro tourism

Case studies:

- The Region of South Aegean
- Tinos Food Paths
- The Pelion Gastronomy Initiative
- Milia Mountain Retreat

Environmental Sustainability

Best practices for Rural Areas:

- Sustainable Legislation Act
- Governance Resilience
- Economic Relief Packages
- Social Initiatives
- Collaboration with transnational Institutions
- Consumer Awareness



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WELL
TRAVEL
OFTEN



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