



..... **International Press Service**

Ressort: Reise & Tourismus

New UNWTO Report on Gastronomy Tourism:the Case of Japan

Rome, 29.05.2019 [ENA]

The World Tourism Organization (UNWTO), the Japan Travel and Tourism Association (JTTA) and Gurunavi have released the new UNWTO Report on Gastronomy Tourism: The Case of Japan. The report looks at the awareness of gastronomy tourism as a concept in Japan. It is based on a survey with the main players in the country and results show that while gastronomy tourism is little-known,

activities around this sector exist across the nation.

Moreover, the report features 18 different case studies of gastronomy tourism activities in Japan, ranging from local Sake breweries to hotel trains. These examples show how gastronomy tourism has been turned into a development tool, inclusion and regional integration in Japan.

The concept of gastronomy tourism in Japan is relatively new. However, as this report shows, gastronomy tourism in Japan has been enjoying strong growth over recent years, providing economic benefits and acting as a tool for development and social inclusion.

As more and more travelers look for the unique experiences of local gastronomy, the promotion of gastronomy tourism has moved towards a central position in tourism development. Its potential contribution to the Sustainable Development Goals became clear-cut. "Through various successful examples of gastronomy tourism in Japan, this report shows how the country has achieved turning gastronomy tourism into a tool for development, inclusion and regional integration." said Zurab Pololikashvili, UNWTO Secretary-General. Research carried out for the report found that 38% of Japan's prefectures include or plan to include gastronomy tourism in their future plans, while 42% of municipalities reported that they already have examples of gastronomy

tourism-related activities. The report also highlights the high level of public-private collaboration within gastronomy tourism.

Each of the 18 case studies presented in the new publication highlights the growing strength of gastronomy tourism across Japan. Featured initiatives include Japan's first restaurant train and reimagined local sake breweries.

Redaktioneller Programmdienst:
European News Agency

Annette-Kolb-Str. 16
D-85055 Ingolstadt
Telefon: +49 (0) 841-951. 99.660
Telefax: +49 (0) 841-951. 99.661
Email: contact@european-news-agency.com
Internet: european-news-agency.com

Haftungsausschluss:

Der Herausgeber übernimmt keine Haftung für die Richtigkeit oder Vollständigkeit der veröffentlichten Meldung, sondern stellt lediglich den Speicherplatz für die Bereitstellung und den Zugriff auf Inhalte Dritter zur Verfügung. Für den Inhalt der Meldung ist der allein jeweilige Autor verantwortlich.

EUROPEAN-NEWS-AGENCY.COM



International Press Service.....

Bericht online lesen:

https://www.european-news-agency.de/reise_tourismus/new_unwto_report_on_gastronomy_tourismthe_case_of_japan-74757/

Redaktion und Verantwortlichkeit:

V.i.S.d.P. und gem. § 6 MDStV: Dr. Carlo Marino

Redaktioneller Programmdienst: European News Agency

Annette-Kolb-Str. 16
D-85055 Ingolstadt
Telefon: +49 (0) 841-951. 99.660
Telefax: +49 (0) 841-951. 99.661
Email: contact@european-news-agency.com
Internet: european-news-agency.com

Haftungsausschluss:

Der Herausgeber übernimmt keine Haftung für die Richtigkeit oder Vollständigkeit der veröffentlichten Meldung, sondern stellt lediglich den Speicherplatz für die Bereitstellung und den Zugriff auf Inhalte Dritter zur Verfügung. Für den Inhalt der Meldung ist der allein jeweilige Autor verantwortlich.