

# IGCAT

INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM

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## 6<sup>th</sup> ANNUAL IGCAT EXPERTS MEETING AND 1<sup>ST</sup> WORLD REGIONS OF GASTRONOMY MEETING

PROGRAMME AND READER

Catalonia 25-26 March 2019



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## Welcome and Introduction

Dear IGCAT Global Experts and Distinguished Guests,

On behalf the IGCAT Board, I would like to welcome you to the sixth IGCAT Annual Experts' Meeting and the **1st World Regions of Gastronomy Meeting** taking place in Barcelona, Catalonia.

IGCAT began as a dialogue between experts working in the cultural, tourism and hospitality sectors after a recognition that we could learn a great deal by speaking to each other and find new approaches to solving challenges facing the world. At first, we approached this in a practical way by designing the Region of Gastronomy Award that aims to promote cross-sectorial dialogue in regions which aspire to hold the title and thus, support cultural cohesion, food and craft entrepreneurship for export and sustainable tourism.

After convening ten enthusiastic regions in Europe, it was decided together to put the idea of an Award in motion. The regions quickly decided that by working internationally as a Platform, not only could they share knowledge and good practices but they would be able to gain better global visibility. Joint projects piloted and masterminded between the regions have developed organically and they all give value to internal regional efforts. This Reader outlines the four projects that IGCAT is facilitating at international level and which have been implemented during the last three years.

**The Region of Gastronomy Award is only in its fourth year and already has attracted enormous global recognition.** IGCAT has presented at many international gatherings including most notably: Global Tourism Economy Forum (GTEF) Macau 2018; 2nd UNESCO /UNWTO Joint World Conference on Tourism and Culture, Oman 2017; IFAMA 26th World Conference Aarhus 2016 and; Expo Milan 2015. In addition to this many of our regions have attracted significant national television coverage as a result of gaining the Award. This high level of media presence has happened despite that the first regions joining had very modest budgets<sup>1</sup> (especially when compared with the budgets seen in similar Awards).<sup>2</sup>

IGCAT, legally constituted as an association has achieved a lot but not without challenges. Our principle focus, Feeding the Planet has led us to understand that we can only manage this if we protect and promote food, cultural and environmental heritage. This means a much wider dialogue with additional sectors joining us from biologists, environment, health and education to help us ascertain what is needed.

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<sup>1</sup> European Regions of Gastronomy operational for only four years, with 9 regions having held the title, with an average programming budget of €5m

<sup>2</sup> The spend per city for European Capitals of Culture amounts to an average €45m.

Saving and feeding our planet in the future requires joined up thinking, whereby we return the wisdom of our ancestors into the hands of the people. It requires that the uniqueness that has kept us alive for centuries is preserved for the future. This is essential to balance against globalised food trends that are impacting on our planet<sup>3</sup>, culture<sup>4</sup>, health and local economies. As more and more people are attracted to global food brands and witness a widening of globalised food choices as part of a trend towards reduced knowledge or negative attitudes to one's own food heritage and culture – food and cultural diversity in the world is in decline. Culturelink noted as early as 2006 that the reduction in the number of owners and therefore diversity of choices is also a threat to democracy.<sup>5</sup> It is urgent that we turn around the tide because if we don't we will see increasing and devastating consequences on our planet, our ability to drive sustained local economies and salvage our health.

To make the changes needed, local authorities have a crucial role to play in creating citizen awareness about the value of their cultural and gastronomy heritage and stimulating sustainable tourism strategies. These two consumer groups, citizens and tourists have divergent needs. At the same time, current trends point to a hunger amongst both groups for more sustainable offer. Consumer behaviour is slowly changing both amongst citizens (often as response to the need for healthier lifestyles) and amongst tourists increasingly curious to explore rural, sustainable, living-it, experience and creative tourism offers and to do that in a responsible manner.

Responsible tourism means the possibility to maximize the benefits to local communities and minimize negative social or environmental impacts thus helping local people to conserve fragile cultures and habitats. IGCAT hopes to support this by raising the visibility of regions that are creating exciting, viable and quality citizen-led and unique, authentic and memorable visitor experiences at regions that are working to connect great experiences and great food. The World Food Travel Association state in their most recent study that “food and drink offer... memorable, authentic, sustainable experiences to tourists” and we agree.<sup>6</sup>

Luckily more and more people are aware of the need for responsible tourism (largely because of the bad publicity afforded to over-tourism) and like fair trade, responsible tourism is growing as a consumer model. However, there is still a great deal of work to be done to convince citizens to embrace their past and this will be crucial in order to have something unique to share. National Geographic claims that “Family-owned properties, capitalizing on the travellers' desire to make deep, local connections, will become an even bigger draw in the upcoming year.”<sup>7</sup>

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<sup>3</sup> According to the Food and Agricultural Organisation of the United Nations “Since the 1900s, some 75 percent of plant genetic diversity has been lost as farmers worldwide have left their multiple local varieties and landraces for genetically uniform, high-yielding varieties.”

<sup>4</sup> Yang, Y., Shafi, M., Song, X., & Yang, R. (2018). Preservation of Cultural Heritage Embodied in Traditional Crafts in the Developing Countries. A Case Study of Pakistani Handicraft Industry. *Sustainability*, 10(5), 1336.

<sup>5</sup> Obuljen, N. (Ed.). (2006). UNESCO's Convention on the Protection and the Promotion of the Diversity of Cultural Expressions: Making it Work. Inst. for Internat. Relations.

<sup>6</sup> World Food Travel Association (2019) Report: [worldfoodtravel.org/tags/report?parent\\_ids](http://worldfoodtravel.org/tags/report?parent_ids) (accessed 4 March 2019)

<sup>7</sup> National Geographic (January 11, 2017) 7 Luxury Travel Trends for 2017: [nationalgeographic.com/travel/top-10/seven-luxury-travel-trends-hotel/](http://nationalgeographic.com/travel/top-10/seven-luxury-travel-trends-hotel/) (€accessed 3 March 2019)

Innovations, creativity and good food is a win-win scenario for regions, producers and citizens. In order to safeguard and innovate, new skills to repackage and to rebrand are needed. It is often the centuries old recipes, forgotten or ignored that can be the stimulus and inspiration for new products. Stimulating locally based SMEs and micro-businesses provides far better long-term economic security for a region than fast investment in multinational businesses that provide mainly low paid jobs and drain profits from the region.

On the other hand, partnerships with large businesses are also needed, as they can provide large-scale infrastructure and global advances. Therefore, a commitment to work across public, private, third sector and knowledge institutions to the benefit of the region is embedded in all our programs. By working with larger private organisation we hope to effect change in them and therefore we will focus attention on how to use the Regions of Gastronomy brand as leverage in negotiations with small, medium and large organisations. IGCAT needs to safeguard the sustainability principle that is embedded in this project and while we need partnership with large businesses it is important to respect our shared principles. The debates in Barcelona will consider how to engage with the private sector and utilise their strengths while at the same time effecting change in their organisation and commitment to sustainability. This includes conversations around what value IGCAT and the Regions of Gastronomy place on our logo and our name. To put context to this debate we have invited past and current European Regions of Gastronomy to share their experiences and to help us improve our guidelines for future Regions of Gastronomy.

Another area of conversation will be with regard to the IGCAT principle that good and healthy food should not be the domain of only the rich. Despite the fact that the middle classes aspire to be better cooks, eat local, seasonal, fresh and score brownie-points from one another on how well they cook, we are also seeing a negative trend, one that witnesses rising cases of diabetes, obesity and food intolerance. Radically changing diets and cultural traditions are creating new challenges. IGCAT expert Larissa Uwase from Rwanda spoke to us about how the deficiency in vitamin A has been affecting people's health in Rwanda as they have moved away from eating the local staple, sweet potato. The sweet potato, rich in vitamin A, has largely been scorned by the local communities in recent years and regarded as a "poor man's food." Resuscitating this vegetable in the minds and hearts of locals is a challenge despite their bodies being genetically-wired over centuries to function with the vitamin A content that it provides.

In Galway-West of Ireland, we also learnt from IGCAT expert Jacinta Dalton, about how lower income families have moved away from home cooking and have depended increasingly on processed foods. And, we have seen successful campaigns in Galway that ensure good food for everyone through education. Food education is compatible with the European Parliaments' recommendation to bring food education back into the curriculum in schools.<sup>8</sup>

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<sup>8</sup> European Parliament (2013) Report on the European Gastronomic Heritage.

At IGCAT we are aware of the need to take care of everyone. Feeding the Planet is an umbrella mission so that together we will build a better future for everyone. Having a conversation with colleagues around the world our concerns are shared in different continents and, therefore, it seems it is high time to consider how to extend the Regions of Gastronomy movement around the world.

It is with great pleasure therefore that during the 2<sup>nd</sup> day of our meeting we will put our great minds together and look at how the Institute can support regions around the world in their quest TO PROTECT AND PROMOTE their own CULTURAL AND FOOD DIVERSITY.

A handwritten signature in blue ink, appearing to read 'Diane Dodd', with a long horizontal flourish extending to the right.

**Diane Dodd**  
President, IGCAT

# Programme

Monday 25 March 2019

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Hosted by Prodeca, Catalonia European Region of Gastronomy 2016

Gran Via de les Corts Catalanes, 620, 08007 Barcelona

- |        |  |
|--------|--|
| 11.00h | WELCOME AND INTRODUCTIONS  |
| 11.30h | IGCAT INSTITUTE MATURING INTO A FOUNDATION<br>Chair: <b>Dr. Diane Dodd</b> , President, IGCAT  |
| 11.45h | Open discussion  |
| 12.15h | IGCAT AGM  |
| 13.30h | Lunch  |
| 15.30h | PUTTING A VALUE ON THE REGION OF GASTRONOMY LABEL<br>Chair: <b>Dr. Edith Szivas</b> , Vice- President IGCAT                                |
| 15.45h | Sponsorship (Lidl example) - Sibiu, European Region of Gastronomy 2019<br><b>Iulia Dragut</b> , Cultural Association Euro East Alternative |
| 16.00h | Open discussion  |
| 16.30h | Agreement on the new wording of the protocol for Regions of Gastronomy going forward.  |
| 16.45h | Food Charter model - Galway, West of Ireland, European Region of Gastronomy 2018<br><b>Jacinta Dalton</b> , GMIT                           |
| 17.00h | Sustainability training - Kuopio, European Region of Gastronomy 2020<br><b>Ilona Sares</b> , Proagria                                      |
| 17.15h | Open discussion  |



17.45h Agreement on guidelines and minimum requirements for applying the logo on food products and services.

18.00h Walking tour of the Barrio Gótico

20.30h Welcome dinner

## Tuesday 26 March 2019

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Hosted by the Catalan Tourism Board, Catalonia European Region of Gastronomy 2016

Venue: Sala àtic Puig i Cadafalch Casa de les Punxes, Avinguda Diagonal, 420, 08037 Barcelona

<https://casadelespunxes.com>

11.00h LAUNCHING A WORLD INITIATIVE TO PROTECT AND PROMOTE CULTURAL AND FOOD DIVERSITY

WELCOME TO CATALONIA, European Region of Gastronomy, awarded 2016  
**Ariadna Ribas / Blanca Cros**, Catalan Tourism Board

REGIONS OF GASTRONOMY LEGACY  
**Ramon Sentmartí**, Prodeca, Catalonia European Region of Gastronomy 2016

REGION OF GASTRONOMY - THE AWARD AND OUR PROPOSAL  
**Dr. Diane Dodd**, IGCAT President

TOURISM EDUCATION  
**Omar Valdez**, UNWTO Academy

12.00h Question and answers

13.00h Proposal from possible European candidate regions

Trondheim, candidate European Region of Gastronomy 2022  
**Jens Storli**, Visit Trondheim

Menorca Islas Balearics, candidate European Region of Gastronomy 2022  
**Jaume Gomila**, coordinator of the candidacy on behalf of the stakeholders

13.30h	Lunch
15.30h	<p>POSSIBLE CANDIDATES WORLD REGIONS OF GASTRONOMY</p> <p><b>Asia</b>  <b>Vita Datau</b>, Team member of Acceleration for the Development of Culinary and Tourism in Indonesia  <b>Mariglo Laririt</b>, Director of Sustainability of El Nido Resorts in Philippines</p> <p><b>Africa</b>  <b>Fatmata Bintu</b>, Chef, Sierra Leona</p> <p><b>Latin America</b>  <b>Laura Hernández</b>, Executive Director of FUNLEO, Colombia</p> <p><b>Australia</b>  <b>Poppy Burnett</b>, Content Creator, City Recital Hall, Sydney</p>
16.30h	Open discussion and agreement on timelines for future actions
17.00h	Close of the IGCAT Expert Meeting and 1 <sup>st</sup> World Meeting of Regions of Gastronomy

## Young Chef Award - Enhancing Sustainability

One of IGCAT's most consolidated projects, the (European) Young Chef Award has been running successfully for three years now. With 2019 edition approaching, IGCAT is determined to build on the experience acquired so far and strengthen the sustainability principles underpinning the Award.

By encouraging young chefs to cherish and be ambassadors of their food cultures and landscapes, the (European) Young Chef Award contributes to the safeguarding of the world's extraordinary richness of diverse plant and animal varieties. Until now, the criteria for judging the award included: Presentation; Flavours; Technical skills; Creativity and innovation; Use of local foods.

The 27 finalists that have competed until now have, after the competition pledged to become IGCAT Regional Chef Ambassadors and committed to preserve the food and cultural diversity of their regions throughout their professional career, by promoting innovations on traditional cuisine; highlighting sustainable food cultures; and supporting local food products. Their commitment becomes ever more essential in a world that is increasingly experiencing the impacts of forceful globalizing food trends. Trends that are endangering the planet's biodiversity and food security at a worrying pace, ultimately undermining the diversity of worldwide production systems.<sup>9</sup>

Striking data<sup>10</sup> published by FAO substantiate this escalating shift towards monoculture: out of the approximately 382,000 existing species of vascular plants, in 2014 only 9 accounted for over 66% of global crop production by weight.

As the award has developed, IGCAT has noted additional global challenges that require prompt action, namely food waste and single-use plastics pollution. Therefore, in future editions, the young chefs' kitchen-waste management practices will also be assessed with the aim to challenge our future chefs to develop the tools to reduce negative impacts on the environment.

The term food waste "refers to food appropriate for human consumption being discarded, whether or not after it is kept beyond its expiry date or left to spoil."<sup>11</sup> Concerns around the food waste issue aroused from alarming data published by FAO, estimating that "each year, approximately one-third of all food produced for human consumption in the world is lost or wasted."<sup>12</sup>

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<sup>9</sup> FAO, "The State of the World's Biodiversity for Food and Agriculture", J. Bélanger and D. Pilling (eds.), FAO Commission on Genetic Resources for Food and Agriculture Assessments, Rome, 2019.

<sup>10</sup> *Ibid.*

<sup>11</sup> FAO identifies food waste as part of the bigger food wastage category that "refers to any food lost by deterioration or waste" and encompasses both food waste and food loss, "a decrease in mass (dry matter) or nutritional value (quality) of food that was originally intended for human consumption [...] mainly caused by inefficiencies in the food supply chains [...], lack of access to markets" and "natural disasters." FAO, "Food Wastage Footprint: Impacts on Natural Resources: Summary Report", FAO, Rome, Italy, 2013.

<sup>12</sup> FAO, "Food Wastage Footprint: Impacts on Natural Resources: Summary Report", FAO, Rome, 2013.

Food waste negatively affect global food security, global economy, and the environment<sup>13</sup> and it becomes clear that preventing and reducing food waste would generate several benefits in terms of ensuring access to safe and nutritious food<sup>14</sup> by a growing world population. By increasing efficiency and productivity of current resources devoted to food production, distribution and consumption; and reducing the emissions of greenhouse gases that contribute to climate change<sup>15</sup> we will support a better future.

While adequate policies and frameworks for action are being developed by international, national and local institutions, several studies and reports<sup>16</sup> have shown that small businesses in the food service industry can take concrete action by mainstreaming food waste prevention and reduction processes into their daily operations.

Food waste generated within the hospitality and food service sector<sup>17</sup> includes: ingredients; produce; leftover food on or in customers' plates or glasses; unused partially-prepared food; unused fully-prepared food; peelings and preparation wastes; and waste in bins and waste to sewer (e.g. liquids).<sup>18</sup>

According to WRAP (a UK-based think-tank),<sup>19</sup> the reasons why food waste occurs in professional kitchens are plenty and include: lack of awareness of the amounts of food waste generated, and its value; lack of adequate planning/ordering/forecasting; lack of skills or equipment to deal with an excess of food; poor storage; inefficient preparation/processing that results in low utilisation of 'raw' foods; lack of skills or know-how to use up leftovers. Therefore, a critical first step is to raise awareness among kitchen professionals of the urgent need to tackle food waste and the financial and environmental benefits of doing so.<sup>20</sup>

Most of the proposed food waste-reduction measures are relatively inexpensive but can contribute to significant financial savings for food businesses, lowering costs related to the purchase of food

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<sup>13</sup> FAO, "Toolkit: Reducing the Food Wastage Footprint", FAO, Rome, 2013.

<sup>14</sup> UNEP, "Prevention and Reduction of Food and Drink Waste in Businesses and Households - Guidance for Governments, Local Authorities, Businesses and Other Organisations, Version 1.0.", 2014.

<sup>15</sup> WRAP, "Strategies to achieve economic and environmental gains by reducing food waste", Banbury, 2015.

<sup>16</sup> SRA, "Too Good to Waste: Restaurant Food Waste Survey Report (2010)", 2010; WRAP, "Overview of Waste in the UK Hospitality and Food Service Sector", 2013; WRAP, "Where food waste arises within the UK hospitality and food service sector: spoilage, preparation and plate waste", 2013; UNEP, "Prevention and Reduction of Food and Drink Waste in Businesses and Households - Guidance for Governments, Local Authorities, Businesses and Other Organisations, Version 1.0.", 2014; WRAP, "Strategies to achieve economic and environmental gains by reducing food waste", Banbury, 2015; Champions 12.3, "The Business Case for Reducing Food Loss and Waste: Restaurants", 2019; SRA, "The Tastiest Challenge on the Planet", 2019.

<sup>17</sup> "The hospitality and food service (HoFS) sector [...] includes: staff catering, healthcare, education, services, restaurants, quick service restaurants (QSRs), pubs, hotels and leisure." WRAP, "Strategies to achieve economic and environmental gains by reducing food waste", Banbury, 2015, p.22.

<sup>18</sup> UNEP, "Prevention and Reduction of Food and Drink Waste in Businesses and Households - Guidance for Governments, Local Authorities, Businesses and Other Organisations, Version 1.0.", 2014.

<sup>19</sup> WRAP, "Strategies to achieve economic and environmental gains by reducing food waste", Banbury, 2015.

<sup>20</sup> *ibid.*

and to the management of waste.<sup>21</sup> As Chef Nick Balfe notes, chefs “are uniquely placed to shape and influence food trends”<sup>22</sup> and can play a vital role in guiding producers and suppliers, as well as customers towards more sustainable production and consumption practices. By imbedding food waste as a criterion for assessing the Young Chef Award, IGCAT hopes to inspire and inform future generations of chefs.

In order to enhance sustainability of professional kitchens, chefs are also increasingly called to take on responsibility towards the reduction of plastic waste, with special focus on single-use plastics.

Plastics have been playing a crucial role in the daily operations of professional kitchens, contributing to ensure enhanced food safety, extended food shelf-life and reduction of food waste.<sup>23</sup> However, awareness is raising, both within the industry and among consumers, on the environmental, social, and economic impacts of the current pervasive use of plastics and the related unsustainable disposal practices.

According to a 2018 report<sup>24</sup> from IEEP, about 300 million tons of plastics are produced globally every year. An amount that is expected to double over the next 20 years. The report further states that approximately 42% of the plastics produced globally since 1950 have been used for packaging – which currently accounts for about half of the plastic waste in the world<sup>25</sup> – while a global shift has occurred from the production of durable plastics to single-use plastics.<sup>26</sup>

According to the waste management hierarchy proposed by UNEP,<sup>27</sup> once plastic products reach the end of their life-cycle, they can be recycled, incinerated, landfilled, dumped in uncontrolled sites, or littered in the environment, the last being the least desirable options. With respect to other materials, single-use plastics has the highest disposal rates and the lowest recyclability.<sup>28</sup> According to UNEP,<sup>29</sup> 79% of the plastic waste ever produced now sits in landfills, dumps or in the environment, while about 12% has been incinerated and only 9% has been recycled. If no change occurs in our current consumption and waste management practices, it is estimated that by 2050 there will be around 12 billion tons of plastic litter in landfills and the environment.<sup>30</sup>

Major challenges to our health, ecosystems and economy originate from poor management of plastic waste, and the harm caused by plastic pollution vastly outweighs the benefits of plastic to

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<sup>21</sup> Champions 12.3, “The Business Case for Reducing Food Loss and Waste: Restaurants”, 2019.

<sup>22</sup> SRA, “The Tastiest Challenge on the Planet”, 2019.

<sup>23</sup> SRA, “Unwrapping Plastics. Understanding Disposables in Hospitality. Abridged version”, 2018.

<sup>24</sup> J.-P. Schweitzer et al., “Unwrapped: How Throwaway Plastic Is Failing to Solve Europe’s Food Waste Problem (and What We Need to Do Instead)”, IEEP, Brussels, 2018.

<sup>25</sup> UNEP, “Single-use Plastics: A Roadmap for Sustainability”, 2018.

<sup>26</sup> *Ibid.*

<sup>27</sup> *Ibid.*

<sup>28</sup> Zero Waste Europe, “Seizing the Opportunity: Using Plastic Only Where It Makes Sense”, 2017.

<sup>29</sup> UNEP, “Single-use Plastics: A Roadmap for Sustainability”, 2018.

<sup>30</sup> *Ibid.*

society.<sup>31</sup> Loss of biodiversity, ocean pollution, and land pollution<sup>32</sup> are the most significant threats to the planet's wildlife and environment, while microplastics ingested by fish or other marine life are increasingly entering the human food chain.<sup>33</sup> Finally, plastic pollution is significantly affecting tourism, fishing and agriculture industries all around the world, causing negative impacts on the global economy.<sup>34</sup>

In order to counteract the negative externalities of plastic pollution, solutions are being developed both at industry and institutional level, with more than 60 countries introducing bans and levies to curb single-use plastic waste<sup>35</sup> and several businesses researching more sustainable alternative materials. However, a general strengthening of circular thinking and waste management systems is strongly needed to reduce plastics pollution in the near future.<sup>36</sup>

As in the case of food waste, more sustainable practices can be implemented by individual businesses in the food service industry to reduce their *plastics footprint*, ranging from improved waste monitoring and management to the actual reduction in the amount of plastics that makes its way to the kitchen.

Single-use plastics generally used in the food service industry include items such as grocery bags, food packaging, bottles, straws, containers, cups, cutlery,<sup>37</sup> cling film and vacuum packaging,<sup>38</sup> and for a long time now, the industry has relied on the undeniable functionality of these products. However, potential opportunities are provided today by recyclable and alternative packaging options.<sup>39</sup>

While further research is needed to assess the viability, efficiency and actual sustainability of eco-friendlier options, waste reduction and management practices with regards to proper segregation and disposal of waste are urgent. As chefs and food service businesses have the power to influence their suppliers' packaging choices, together with our chef ambassadors, IGCAT hopes to advocate for more sustainable solutions.

A significant reduction of plastic waste can be provided by advocating for short food supply chains.<sup>40</sup> By purchasing locally – for example, in traditional farmer markets – food businesses contribute to shorten the physical distance between the production and consumption of food, and thus reduce

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<sup>31</sup> Zero Waste Europe, "Seizing the Opportunity: Using Plastic Only Where It Makes Sense", 2017.

<sup>32</sup> UNEP, "Single-use Plastics: A Roadmap for Sustainability", 2018.

<sup>33</sup> *Ibid.*

<sup>34</sup> *Ibid.*

<sup>35</sup> *Ibid.*

<sup>36</sup> *Ibid.*

<sup>37</sup> *Ibid.*

<sup>38</sup> SRA, "The Tastiest Challenge on the Planet", 2019.

<sup>39</sup> J.-P. Schweitzer et al., "Unwrapped: How Throwaway Plastic Is Failing to Solve Europe's Food Waste Problem (and What We Need to Do Instead)", IEEP, Brussels, 2018.

<sup>40</sup> *Ibid.*

the need for plastic based packaging. Diminished distribution distances also increase the feasibility of reusable packaging schemes, according to which food containers are sent back to the supplier for reuse.<sup>41</sup>

Short food supply chains represent thus a viable and sustainable strategy to reduce both food and plastic waste, as well as to increase the use of local fresh and seasonal products that ultimately contribute to the preservation of local food diversity.

Cross-sectoral collaboration is strongly needed to tackle effectively the compelling challenges posed by food waste and plastic pollution. Hence, all stakeholders in the food value chain should be engaged in a shared journey towards more sustainable practices, including governments, producers, the packaging industry, the food service sector, consumers and the waste and recycling infrastructure (to name a few!). However, food service businesses and their staffs play a crucial role in paving the way towards sustainable consumption and production patterns, and can actively contribute to the accomplishment the SDGs.

In the context depicted above, it is paramount for chefs to understand that their responsibility goes beyond just offering tasteful and aesthetically pleasing dishes based on the best possible ingredients. The (European) Young Chef Award is thus hoped to raise the awareness of young professionals from all over the world on some of the most pressing food global challenges and support their vital role as ambassadors for social, cultural and environmental change.

The IGCAT Young Chef Award competition remains committed to storytelling and building connections to the regions' culture and creativity, and these new elements in the assessment process are aimed to support the Regions of Gastronomy reach their goals of being leading sustainable and creative food regions.

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<sup>41</sup> *ibid.*

## Local Food Gift Challenge

*"That's what food souvenirs do so much better than, say, key chains and T-shirts - they bring back all the sights, sounds, and flavours from time spent in another land."<sup>42</sup>*

K. Buczkowska (2012)

Buczkowska notes in a simple but effective way how the development of appealing food souvenirs or gifts can work as a powerful (though sometimes untapped) resource to promote a positive image of tourism destinations. Several studies<sup>43</sup> highlight how souvenirs, and food gifts in particular, can be an important asset for the economies of tourism destinations in terms of generating revenues, employment and direct tourist expenditure. Shopping is one of the main activities performed by tourists during their holidays,<sup>44</sup> "with souvenir purchases forming a significant component of the shopping expenditure."<sup>45</sup> Swanson<sup>46</sup> further indicates how "locally made souvenirs" - meaning products produced by local manufacturers working in the area where the souvenirs are sold - can strongly contribute to local growth by allowing revenues to remain within the local community and reducing "economic leakage from imported souvenirs." According to the author, outsourced souvenirs "are often mass-produced in factories away from the tourist destination" and "sold at relatively lower prices compared with host-country-manufactured souvenirs".<sup>47</sup> As a strategy to counteract this tendency, Swanson suggests destinations to "clearly identify locally made souvenirs to encourage tourists to purchase authentic and unique goods."<sup>48</sup>

Special focus on the production and sale of local food and food-related gifts in destinations can help support local SMEs, encourage innovative entrepreneurship, reinforce local short chains, create a positive image of the area concerned and, in general, revitalize local economies in a sustainable way, especially for what concerns rural areas. Lin and Mao highlight how "food specialties and food souvenirs can also facilitate other local industries, such as the agriculture, forestry, fishery, and dairy industries."<sup>49</sup> Sims offers a similar perspective when asserting "that 'local' food and drink products can improve the economic and environmental sustainability of both tourism and the rural host community through encouraging sustainable agricultural practices, supporting local businesses and building a 'brand' that can benefit the region by attracting more visitors and investment."<sup>50</sup>

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<sup>42</sup> N. Campoy-Leffler, "10 Perfect Food Souvenirs", *The Daily Meal*, 6 March 2012, <https://www.thedailymeal.com/10-perfect-food-souvenirs>, cited in K. Buczkowska, "Local Food and Beverage Products as Important Tourist Souvenirs", *Turystyka Kulturowa*, no. 1, 2014, p. 57.

<sup>43</sup> R. Sims, "Food, Place and Authenticity: Local Food and the Sustainable Tourism Experience", *Journal of Sustainable Tourism*, 17, 3, 2009; K. Swanson and D. J. Timothy "Souvenirs: Icons of Meaning, Commercialization and Commoditization", *Tourism Management*, 33, 3, June 2012; K. Swanson, "Souvenirs, Tourists, and Tourism", in A. Lew, C. M. Hall and M. Williams (Eds.), *The Wiley Blackwell Companion to Tourism*, Cichester, Wiley-Blackwell, 2014; L. Lin, and P.-C. Mao, "Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs", *Journal of Hospitality and Tourism Management*, 22, March 2015.

<sup>44</sup> G. Revilla and T. H. Dodd, "Authenticity Perceptions of Talavera Pottery", *Journal of Travel Research*, vol. 42, August 2003.

<sup>45</sup> H. Wilkins, "Souvenirs: What and Why We Buy", *Journal of Travel Research*, 50, 3, May 2011, p. 239.

<sup>46</sup> Swanson, "Souvenirs, Tourists, and Tourism", pp. 182-183.

<sup>47</sup> *Ibid.*, p. 183

<sup>48</sup> *Ibid.*

<sup>49</sup> Lin and Mao, "Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs", p. 20.

<sup>50</sup> Sims, "Food, Place and Authenticity: Local Food and the Sustainable Tourism Experience", p. 322.



Additionally, locally-produced food and food-related souvenirs play a vital role in protecting and promoting local food and cultural diversity by contributing to “conserve traditional farming landscapes,”<sup>51</sup> as well as safeguarding traditional know-how and preserving local identities. Revilla and Dodd claim that they can contribute to “the maintenance of certain original traditions,” as well as the safeguard of “aesthetic values, technical know-how, and high-quality craft skills”<sup>52</sup> – otherwise endangered by an extensive supply of outsourced, mass-produced gift items that have poor or no connection with the destination and its community.

It is precisely a connection with the visited destination and the local community that tourists increasingly seek during their holidays. The authenticity of local products is a chief component influencing tourists' buying decisions,<sup>53</sup> and food and food-related products appear to be the ideal purchase for visitors who “usually want to buy or get something ‘characteristic’ or ‘typical’” and increasingly tend to bring “home the local food and beverage products, kitchen utensils, photos or recipes as tourist souvenirs.”<sup>54</sup> Lin and Mao emphasize that “compared with crafts such as cups, T-shirts and key chains, food is more closely linked with the local terroir, geography, climate and historical background of tourist attractions.”<sup>55</sup> Furthermore, Sim's research on visitors to the UK regions of the Lake District and Exmore, demonstrates the existence of a significant market for food souvenirs by revealing that “over 50% of the tourists interviewed said that they had bought, or were definitely planning to buy, food and drink souvenirs of their holiday, with less than 10% saying that they were not interested in doing so.”<sup>56</sup> Finally, tourists' purchase decisions often seem to be guided by ethical concerns and a moral pursuit to *do the right thing*, according to Sims “‘local’ foods are popular because they are associated with a host of values, such as being better for the environment, conserving ‘traditional’ rural landscapes and supporting the local economy, and there is, therefore, a ‘feel-good’ factor associated with consuming them.”<sup>57</sup>

These ethical concerns seem to be reflected in some of the attributes that tourists usually look for in food souvenirs, as demonstrated by Lin and Mao's research and recommendations.<sup>58</sup>

The Local Food Gift Challenge designed by IGCAT finds its rationale in and builds on the above outlined framework by encouraging the Regions of Gastronomy and their local producers to re-think and re-design their products in creative and innovative ways. The challenge lies in the effort to reflect in the products using a list of attributes that tourists look for. The aim is to deliver food and food-related gifts that are attractive, sustainable and strongly connected with the territory they

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<sup>51</sup> *Ibid.*, p.334.

<sup>52</sup> Revilla and Dodd, “Authenticity Perceptions of Talavera Pottery”, p.95.

<sup>53</sup> *Ibid.*

<sup>54</sup> K. Buczkowska, “Local Food and Beverage Products as Important Tourist Souvenirs”, p. 47.

<sup>55</sup> Lin and Mao, “Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs”, p. 20.

<sup>56</sup> Sims, “Food, Place and Authenticity: Local Food and the Sustainable Tourism Experience”, p. 328.

<sup>57</sup> *Ibid.*

<sup>58</sup> Lin and Mao, “Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs”.

come from. Borrowing from Lin and Mao's recommendations, the criteria used by IGCAT to assess Food Gifts include:

- Packaging material (recyclable and sustainable);
- Attractiveness of design and branding;
- Taste/aroma/flavor/texture, or Usefulness (for kitchenware gifts);
- Use of local food varieties, or Use of local raw materials (for kitchenware gifts);
- Ease for transport (size, volume, fragility);
- Connection to the territory;
- Story of the producer/product;
- Innovation on tradition;
- Price-value relation.

The project aims to raise producers' awareness of the importance that food gifts can have in shaping the image of a destination, highlighting that high-quality, local and sustainably manufactured food products can strongly contribute to create a favorable perception of the region on the part of the visitor. As Pine and Gilmore suggest "the design of a souvenir can be a vital part of gastronomic tourism strategies."<sup>59</sup>

The innovative approach fostered by the Local Food Gift Challenge encourages cross-sectoral synergies between SMEs and the creative sectors, stimulating dialogue and cooperation between artisanal producers and creative people such as artists, designers and storytellers at the stage of product development. The ultimate aim is to innovate local gifts and present them effectively through attractive and sustainable packaging and engaging storytelling.

Benefits for the European Regions of Gastronomy are manifold:

- **Cultural.** The Local Food Gift Challenge supports the preservation and promotion of local cultural and gastronomic traditions, making them relevant to the contemporary visitor through innovation and captivating storytelling.
- **Social.** The project contributes to reinforce collaboration patterns within the local community and the community's ties to the territory, reinvigorating local identities.
- **Economic.** The initiative favors the strengthening of local, short value chains, encouraging producers to source raw materials locally. At the same time, it reinforces synergies between different stakeholders in the territory, highlighting the important role that the creative sectors can play in regional development. As a result, the value of local food gifts is enhanced and contributes to boost the region's image both locally and internationally.
- **Environmental.** The short value chains developed from increased manufacturing of locally-made and locally-sourced gifts enhance the sustainability of production, distribution and

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<sup>59</sup> B. J. Pine and J. H. Gilmore, "Welcome to the experience economy", *Harvard Business Review*, 76, 1998, cited in Lin and Mao, "Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs", p.27.

consumption processes. At the same time, the use of sustainable materials for packaging is encouraged.

The Local Food Gift Challenge is thus hoped to allow local producers in the Regions of Gastronomy to capitalize on the ever-increasing demand from tourists for high-quality local products, paired with their search for authenticity and uniqueness, and enhanced concern for sustainability. In order to do so, particular attention needs to be paid, in the future, to the development of a possible certification or labelling system to help authenticate food and food-related gifts from the Regions of Gastronomy.

## Top Visitor's Experience

*Work is Theatre & Every Business a Stage*

Pine and Gilmore (1998)<sup>60</sup>

This profound quote reminds us that much of our work is performance and we, as customers, are in fact spectators. This is especially true in the field of tourism and hospitality.

The concept of the experience economy was coined by Joseph Pine II and James H Gilmore in 1998 when they argued that businesses must orchestrate memorable experiences for their customers and that through this, the memory itself becomes the product.

At the same time, Rolf Jensen's seminal book 'The Dream Society' made us understand the crucial importance of stories, values and emotions as opposed to pure rationalism.<sup>61</sup>

Tourism planners have long been advising all tourism businesses about the need to move on from a purely product centric approach to focusing on the customer and crucially, on the experience of the customer. Food related business and activities are particularly suitable for this approach.

When delivered well, a food experience offers visitors something truly unique, authentic, memorable whilst it is also educating and entertaining at the same time. We fondly remember and treasure our IGCAT paella cooking demonstration and eating! experience in Sant Pol de Mar from a few years ago and how the memory of it reminds us the azure blue of the Mediterranean that day, the silky summer wind on our skin, the fragrance of the pine trees, the smell of the smoked paprika 'pimenton de la Vera Dulce' sizzling in the pan, the fun we had with our colleagues and how proud we are that we know how to cook this dish!

IGCAT recognizes the importance of experience in the sphere of food and gastronomy and true to our calling we see enormous relevance of it as it brings together our cross-sectorial building pillars: gastronomy, culture, art and tourism!

With this in mind, we have launched an initiative called the Top Food Experiences of the Year which aims to support the visibility of innovative, creative and positive visitor experiences related to food and gastronomy within the European Region of Gastronomy Platform.

By publishing an annual list of Top Food Experiences of the Year from the awarded regions, IGCAT wishes to:

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<sup>60</sup> Pine, J. B. II and Gilmore J.H. (1998) Welcome to The Experience Economy. Harvard Business Review.

<sup>61</sup> Jensen, R. (1999). The Dream Society. London: McGraw Hill.

- Strengthen the quality of food related visitor experiences
- Motivate food producers and other food related businesses to diversify into a tourism business, be it for domestic visitors or international tourists
- Support regional development
- Inspire to infuse authenticity and traditions with innovation and creativity
- Engage the senses
- Promote the inclusion of art and culture through story-telling and interpretation into the business model of food related businesses
- Give international visibility to innovative and creative but often niche and small-scale food related experiences
- Reward sustainable initiatives.

Apart from showcasing the authenticity of a region's heritage by means of food and gastronomy, the Top Food Experience of the Year project also places significant importance on general health or wellbeing and promotes a profound understanding about the benefits of consuming locally grown slow-processed food.

The listed food experiences are varied in nature and range from food and wine tasting, food and wine related demonstration, food related participatory experience, food route, food market, museum/heritage site or farm/factory visit. We also require that the experience is suitable for both domestic and international visitors and it is open for most part of the year or at least during the local tourist season however short or long it is.

With these purposes in mind, IGCAT hopes to form a generation that creates and enjoys unique, authentic and memorable food experiences, contributing to IGCAT's mission to save our planet's tomorrow whilst preserving the food history of our yesterday.

Launched as an initiative to highlight innovative, creative and unique characteristics of a region, the Top Visitor Experience of the Year aims to raise awareness of quality, wholesome experiences via the concept of farm to table sustainability that encompasses a genuine connection with the artistic individuals/community of the region, lifting away the monotonous cliché of ubiquitous gastronomic tourism.

Aside from showcasing authenticity of the region's heritage by means of gastronomy, the Top Visitor Experience also places significant importance on general health or wellbeing, as well as rewarding innovative and sustainable ideas to achieve a more profound understanding about the numerous benefits of consuming locally grown slow-processed food to the general public. This stands to reason that the listed experiences require a good level of accessibility suitable for both local and

international visitors to enjoy the experience to its full potential, giving a welcoming admission with the very best of the region's own style of hospitality.

Through this initiative, IGCAT hopes to form a generation of society that can create new experiences and thus provide life-style choice employment for food enthusiast. In short, our mission is to indulge on an improved lifestyle of mindful eating, constantly encourage the building of new, original food experiences, and continue the mission to save our planet's tomorrow whilst preserving the history of our yesterday.

## Food Film Menu

The creation of the Food Film Menu aims to support interactive and innovative ways of giving visibility to the food heritage of the currently awarded European Regions of Gastronomy and potential world Regions of Gastronomy. This initiative falls into the digital agenda of IGCAT's strategy to use technology to promote and educate on cultural culinary sustainability across Europe.

Interest in food is increasing - according to a US 2018 Food and Health Survey "6 in 10 consumers say it is important to them that the food they purchase or consume is produced in a sustainable way, an increase from 50% who said the same in 2017."<sup>62</sup> According to another report, 81% of Millennials want to see how their food is produced and are interested in buying healthier foods and 73% are willing to pay more for sustainable products.<sup>63</sup> Millennials are and will be making the decisions for future generations and 81% also enjoy the freedom of being connected everywhere they go through video content. Improving the visibility of Regions of Gastronomy through food films on culinary heritage is a logical step to take. Rachel A Becker, writing for National Geographic, notes that technology is one of the ways that millennials are driving food change.<sup>64</sup>

Any good marketer knows that if you are not visible you do not exist and therefore the challenge is to embrace young people and technology to increase the visibility of the Regions of Gastronomy and to raise awareness about sustainable food practices. This has given rise to IGCAT's latest project - the Food Film Menu which will be a collection of (initially 10) short films, selected yearly, showcasing footage from the Regions of Gastronomy or any potential candidate region. The focus of these short films will be food traditions, cultural and culinary heritage and recipes, landscapes and traditions of the regions. Filmed by local filmmakers, acting as ambassador of her/his region, the filmmaker will demonstrate her/his region's culinary and cultural diversity. Filmmakers are encouraged to involve food producers, food education, gastronomy tourism experiences and/or arts/culture/creativity in their videos.

The selected videos from the Food Film Menu will give visibility to different actors involved in the food chain, from production to consumption, focusing on locality, sustainability and authenticity, and guarantying a cross-collaboration and dialogue with the audio-visual and the creative sectors. The videos will provide access to shareable and easily digestible content across the web which in return will increase the proliferation of our key objectives and mission. Furthermore, we hope the videos will provide great footage to be used in future publicity for the region as well as provide fresh content for food film festivals across the globe thus, reaching out to new foodie audiences.

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62 <https://foodinsight.org/wp-content/uploads/2018/05/2018-FHS-Report-FINAL.pdf> (accessed 10 March 2019)

63 <https://www.nielsen.com/us/en/insights/news/2016/keys-to-unlocking-the-millennial-mindset.html> (accessed March 2019)

64 How Food-Obsessed Millennials Shape the Future of Food. : <https://www.nationalgeographic.com/people-and-culture/food/the-plate/2015/12/29/how-food-obsessed-millennials-shape-the-future-of-food/> (accessed 10 March 2019)

The idea of using film as a medium to reach greater audiences is not unique, since beginning this project we have identified a number of other initiatives that focus on niche audiences concerned about the planet. The Sustainable Food Trust, based in the UK for example promote films that educate about sustainability and raise important issues facing our food systems.<sup>65</sup> This is a curated list of food documentaries. While we also admit documentaries into IGCAT's competition we want to encourage the use of fictional film, story-telling and creative mediums that might reach a wider audience in more subtle ways. Our hope is that the films we select will not only highlight the cultural and food richness of our Regions of Gastronomy, they will be entertaining enough to reach more mainstream film festivals.

Food Tank, is another non-governmental initiative focusing on food films.<sup>66</sup> They have put together a list of documentaries and films to inspire, educate, and give viewers some food for thought. Each film explores a different topic in food and agriculture, some with a dash of social equality or a splash of health awareness. Whether you're a social activist, small farmer, or sustainability advocate, or you just enjoy food, there is a food film for you.

According to the European Parliaments report, An Overview of Europe's film industry,<sup>67</sup> Europe's film heritage continues to inspire generations of film-makers but despite that Hollywood films prevail. The need to address balance in imagery has not been lost on the EU nor on UNESCO that recognise the need to protect and promote cultural diversity and ensure visibility is a key component of that. Under the 2005 UNESCO Convention (not signed by the US), the signatories (including EU countries) have a legal obligation to protect and promote the diversity of cultural expressions, a principle also enshrined in Article 167. In addition, individual Member States have a veto right in areas related to culture and the audiovisual sector if a trade agreement threatens the EU's cultural and linguistic diversity (Article 207 TFEU). One such threat to our cultural diversity is globalized food trends. To create balance in visual imagery is an important task. In A Five Step Plan to Feed the World, National Geographic notes that by "2050 we'll need to feed two billion more people. How can we do that without overwhelming the planet?"<sup>68</sup> The urgency to raise awareness and to support small organic farms is more urgent than ever. To do this we need to address audio-visual material that highlights the need for food and cultural diversity.

With more than 3,000 long-term established film festivals in the world<sup>69</sup> and emerging dedicated food film festivals, opportunities to screen food films are becoming more and more available. Add to this, showings of food films in food and/or cultural festivals throughout the world and the possibility for reaching new and dedicated audiences is vast.

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65 <https://sustainablefoodtrust.org/articles/top-food-films-to-make-you-think/> (accessed 10 March 2019)

66 <https://foodtank.com/news/2016/08/nineteen-food-films-to-inform-and-inspire/> (accessed 10 March 2019)

67 [http://www.europarl.europa.eu/RegData/etudes/BRIE/2014/545705/EPRS\\_BRI\(2014\)545705\\_REV1\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2014/545705/EPRS_BRI(2014)545705_REV1_EN.pdf)

68 <https://www.nationalgeographic.com/foodfeatures/feeding-9-billion/> (accessed March 2019)

69 How many film festivals are there in the world? (blog 2013) <https://stephenfollows.com/> (accessed March 2019)



Millennial author Eve Turow Paul hopes that “regional cooking is going to come back. Because there are so many amazing fruits and vegetables and grains that grow in only certain regions ... and we've developed this culture of expecting a pineapple in Chicago in January ... [or where] the only fish we really want are tuna and salmon and halibut. And we're limiting ourselves so much by narrowing those choices down instead of looking at what's swimming in the lake a mile down the road.”<sup>70</sup> For regional cooking to come back we need to make it visible. What is clear is that young people are starting to get a better understanding of the role food plays within our environment. The notion of regional plant and animal farming as a way to address climate change are just seeds beginning to be sewn in people's minds but hopefully with more film content related to regional food and more noise about this subject we hope to further put this on the agenda.

The Food Film Menu's first edition was launched this month and we look forward to reporting its results next year.

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<sup>70</sup> <http://ucfoodobserver.com/2016/12/21/qa-millennial-author-eve-turow-paul/> (accessed March 2019)

## Speakers and contributors



### **Fatmata Binta, Chef, Sierra Leone.**

Chef Fatmata Binta was born and raised in Freetown, Sierra Leone to first-generation Sierra Leonean Fulanis of Guinean descent. She started her career as TV presenter and worked in different fields until she discovered her real passion for cooking. She has travelled to several continents and has worked with renowned African chefs. She is now based in Accra, Ghana where she is building a rich culinary experience through her Fulani traditional dining pop ups. Her vision is to promote Fulani culture through food, bring people closer and to promote African cuisine to the world. Besides, her goal is to create vibrant dishes, inspired by her Fulani roots, using gourmet techniques, and pure love that she puts in each dish through its taste, colour and texture.



### **Prof. Janez Bogataj, Slovenia, European Region of Gastronomy 2021 and IGCAT Board Member**

Prof. Janez Bogataj is an eminent author and has been instrumental in gaining the title European Region of Gastronomy for Slovenia in 2021. He started his career as an Art Director in Ethnology at the Dolenjska Museum in Novo Mesto, Slovenia, between 1972 and 1974, and was nominated as an Assistant Intern at the Institute for Slovene Ethnology at the Slovene Academy of Sciences and Arts. In June 1977, he was appointed as Assistant at the Department of Ethnology at the Faculty of Arts, University of Ljubljana. In June 1987, he became a lecturer (Assistant Professor); from January 1993 to January 1998 he was Associate Professor at the Department of Ethnology. On October 27th, 1998, the Senate of University of Ljubljana appointed him professor and on December 1st, 2011 as Honorary Professor. He also lectures as Guest Professor at the Turistica - High School for Tourism in Portorož.



**Poppy Burnett, Content Creator, City Recital Hall, Sydney**

Poppy Burnett is a marketer, photographer, videographer and writer with diverse work experience in the performing arts, media, not-for-profit and university sectors. With an educational background in sociology, linguistics and journalism, her interests lie in the intersections between the arts, culture and social change. Originally from Sydney, Australia, Poppy has recently moved to Barcelona to explore the cultural heritage of this rich international city.



**Dr. Eva Canaleta, EUHT StPol Hospitality School and IGCAT Executive Board**

Dr. Eva Canaleta is the Academic Director of one of the oldest and most prestigious hospitality schools in Spain. She is Doctor in Contemporary History and holds a Diploma in Advanced Studies (DEA) in Medical Anthropology as well as a Master in Health and Safety at Work: Occupational Risk Prevention. Her academic career as a researcher and consultant has been complimented by direct work experience in the hospitality sector. Committed to raising the profile and importance of front house training in the hospitality services she has become an important voice on the Board of IGCAT.



**Caroline Couret, Creative Tourism Network and IGCAT Board Member**

Caroline Couret is an expert in creative tourism and co-founded the Creative Tourism Network® that she currently leads together with the Barcelona Creative Tourism program. She is an external expert for the European Union and member of the International Creative Tourism Associate (US). Since 2001 Caroline has been in charge of the international area of the Foundation Society and Culture from which she has been sustainable tourism models and provides important input to the IGCAT Board.



**Dr. Marta Crispí, International University of Catalonia and IGCAT Executive Board Member**

Dr. Marta Crispí is an IGCAT Executive Board member and Director of the Masters in Cultural Management at the International University of Catalonia. The official Master provides training for more than forty international students each year. She is also a lecturer in the Faculty of Humanities at the UIC, teaching 'Museums and their meanings' and 'Cultural and political institutions'. Her expertise in generating visitor experiences is personified in her career when she was integral in boosting visitor numbers to the monastery of St. John the Abbesses. Her input was key in winning a project organized by the Partnership Development Ripollès. At this time, she directed, coordinated and a collective book about the monastery, a guide, an audio, audio-visual teaching notebooks, signposting of the monastery and a brochure (2011-2012). The Monastery opened its doors 20 October 2012.



**Blanca Cros, Catalan Tourism Board and IGCAT Board Member**

Blanca Cros is the Head of European Programmes & International Relations at the Catalan Tourist Board (CTB) where she is responsible for the development of a broad range of European projects, as well as engaging in various European tourism networks. Her wide experience includes working as coordinator for cultural tourism, gastronomy, and sustainable tourism at CTB. Blanca believes in the exchange of good practises and the potential of joining forces and sharing synergies among different countries, regions and tourist destinations. She strongly supported and pushed forward the candidacy of Catalonia as European Region of Gastronomy awarded 2016. Additionally, Blanca was awarded "Necstour Ambassador for 2017".



**Jacinta Dalton, GMIT, Galway-West of Ireland, European Region of Gastronomy 2018**

Jacinta Dalton has had direct operational experience at senior management level in the food and hospitality industry over the past 20 years and has developed and delivered a number of training programmes for Fáilte Ireland - Ireland's National Tourism Development Authority. In 2011 Jacinta was co-founder of The Foodie Forum ([www.thefoodieforum.net](http://www.thefoodieforum.net)) - an interactive, collaborative, educational networking platform for food producers, chefs, restaurateurs interested in the support and promotion of local food. Jacinta is currently the Head of Department Culinary Arts & Service Industries at Galway Mayo Institute of Technology (GMIT) GMIT - Fáilte Ireland Food Champion, Region of Gastronomy Steering Group, and board member and a member of IGCAT and Fáilte Ireland.



**Vita Datau, Development of Culinary and Tourism in Indonesia**

Vita Datau is active working with strategies to accelerate tourism sectors through gastronomy and creativity at the Ministry of Tourism Republic of Indonesia. Previously she was Chairperson at Akademi Gastronomi Indonesia (ADI), where her aim was to develop, preserve & promote Indonesia Culinary Heritage in Creativity. She was also Business Development Director at RDA Consulting Group, and part of her tasks were related to integrated Management and Human Capital Development.



**Diane Dodd, President IGCAT**

Diane Dodd PhD is President of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) and founder of the Region of Gastronomy Award. Together with the awarded European Regions of Gastronomy, she has pioneered the European Young Chef Award, the Food Film Menu, the Local Food Gift Challenge and the Top Visitor Experience. She is also Regional Adviser for the global network IFACCA (International Federation of Arts Councils and Cultural Agencies) and an advocate for the protection and preservation of culture and food diversity. She leads MA courses in Cultural Institutions and Policies and Events Management. She has worked for the Cultural Routes programme of the Council of Europe as well as provided expert advice to Plovdiv and Valletta in the preparation for their successful bids to be European Capital of Culture.



**Iulia Dragut, Cultural Association Euro East Alternative**

Iulia Dragut is President of Cultural Association Euro East Alternative for 12 years. She has organized several national events which were successful and further she has participated at international events for more than 9 years already. She held a title of doctor in Philosophy, cum laude and several trainer and management diplomas for Hospitality Industry.



**Davinia Galea, Director of Management at AP Valletta and IGCAT Expert**

Davinia Galea has worked in the cultural sector for more than thirty years in various roles including musician, cultural event producer, policy maker and CEO. Since 2017 she is Director of Management with AP (Architecture Project), whose historical and technical research is at the core of concern with design, partnered with an inherent dedication to heritage. In 2014, she set up a company, ARC Research and Consultancy which services creation, practice, and production within the creative and cultural sectors. Between 2007-2013, she was Executive Director of the Malta Council for Culture and the Arts (MCCA). She chaired and co-authored Malta's Cultural Policy in 2011 and was responsible for setting up Malta's Arts Fund in 2009. Malta's festivals, including the Malta Arts Festival, Malta Jazz Festival, Notte Bianca and Ghanafest, all grew to professional international standards under her direction at MCCA.



**Roberta Garibaldi, Professor at University of Bergamo and IGCAT Expert**

Roberta Garibaldi is Professor of Marketing and author of the "Rapporto sul Turismo Enogastronomico Italiano". Ambassador and Board of Advisor member of the World Food Travel Association, Board member of the World Gastronomy Institute, member of the Società Italiana di Scienze del Turismo (SISTUR) Executive Board, Member of ATLAS, Aiest and Treccani Gusto. Member of the Advisor BTO I Buy Tourism Online Advisory Board. She organizes the "Food Tourism Day" - BIT (Borsa italiana del Turismo).



**Dr. Danuta Glondys, Director of the Villa Decius Association in Krakow, Poland**

Danuta Glondys is currently Director of the Villa Decius Association in Kraków and also an independent consultant and an academic teacher. She began her career as Head of Culture Department of the Municipality of Krakow, during her working time she created a new municipal policy in the field of Culture, and developed the programme Krakow 2000- European City of Culture. Later on, she was Regional Director of USAID programme of development of local government. She was member of an international jury of European Cultural who select and monitor European Capitals of Culture (ECOC) for 11 years, as member of that jury, they had to evaluate, consult and advise on implementation of ECOC programmes. Besides, she has published several articles related with cultural policy and intercultural communication.



**Jaume Gomila, General Director for Culture at Balearic Islands and IGCAT Expert**

Jaume Gomilla is both a restaurant owner on the island of Menorca and expert in the fields of education and culture. In his former role as Director General for Culture for the Balearic Islands, he was responsible for the Mediterranean Diet being declared Intangible World Heritage by UNESCO. He is now also Chairman of the Adult Schools of Menorca.



**Laura Hernández, Director of FUNLEO, Colombia**

Laura Hernández leads FUNLEO, a non-profit organization that works to improve the welfare of Colombians understanding gastronomy as an engine for development. Laura leads various projects aimed at strengthening food security and nutrition among communities, especially with afro-descendant, indigenous, peasant and women groups. Along with a degree in International Relations, a Postgraduate in Corporate Social Responsibility and a Masters in Development Studies, she is always in search of answers and actions to walk toward the development of a food culture that values the potential of Colombia's natural and cultural heritage.



**Mariglo Laririt, Director of Sustainability of El Nido Resorts in Philippines**

Mariglo Laririt is Director of Sustainability at El Nido resorts. She began her career as a Biology and Zoology Instructor at the University of the Philippines and in 1995, shifted to the hospitality industry when she joined one of the most forward-looking resort companies in the country as far as sustainable tourism was concerned. Ten Knots Development Corporation's El Nido Resorts in Palawan, Philippines, have become the most awarded and recognized in the country, mostly owing to the environmental conservation and community engagement initiatives under Mariglo's leadership. As Director of Sustainability she works with many people from many sectors and has pioneered initiatives as diverse as an off-site Materials Recovery Facility, a training outreach program for school children and new resort activities that involve a nearby fishing community



**Ulla-Alexandra Mattl, Director The Castalian Pool**

Ulla-Alexandra Mattl is Project Director at Eurakom, a consultancy specialised in European and international project development. In this context she is also involved in the development of Tropicalia, the world's largest single domed tropical greenhouse which will open its doors in 2021 in the north of France. She has a background in EU affairs, cultural policy and management, journalism as well as education and represents a number of London based Universities in Brussels. Ulla has a keen interest in initiatives that further international collaboration and extensive experience in EU Funding and project management.



**Astrid Maharani, Managing Director, Good Indonesian Food**

Astrid Maharani is the Managing Director at Good Indonesian Food, and member of Culinary and Shopping Acceleration Team at the Ministry of Tourism in Indonesia. She has worked as Managing Director for more than 7 years in different companies and her main role within the companies was the development of relationships with clients and decision makers, as well as leading regional and national marketing campaigns.





**Aslaug Rustad, CEO at Oi! Trøndersk Mat and Drikke AS**

Alaug Rustad is the CEO at Oi! Trøndersk Mat and Drikke AS, she has strengthened the company's finances, professionalized the organization, strengthened the reputation of Oi! and projects such as Trøndersk Food Festival, Bryggerifestivalen and Green Research. She also has long experience in marketing, branding and concept development. Large contact network for business and the public sector regionally and nationally.



**Ariadna Ribas, Catalan Tourist Board, Catalonia European Region of Gastronomy 2016**

Ariadna Ribas is Product Manager at the Catalan Tourist Board where she focuses on products related with Wine and Food Tourism. She began her career in the tourism field more than 15 years ago and has been also responsible for Cultural Tourism and Accessibility. She is specialized in marketing within the public and private tourism sector. She has gained experience by organizing touristic events, and she also has worked at the Catalan Tourist Board office based in Frankfurt, organizing events to promote Catalonia as tourist destination in Germany.



**Ilona Sares, International Executive Director, ProAgria Pohjois-Savo, Finland.**

Iona Sares is International Executive Director, at ProAgria, providing advisory and development services to members and customers by adding value, quality, competitiveness and productivity to their operations. She started her career as a visual artist and she graduated from Sibelius Academy with a degree of Arts Management 2006. Later in her career, within ProAgria company she was promoted from International Project Coordinator to International Executive Director at ProAgria Pohjois-Savo; she works with rural area SMEs entrepreneurs to find new ways to develop creative tourism that she sees as a way for food, travel and creative industry sectors to find new power and business for living.



**Ramon Sentmarti, Managing Director at Prodeca, Spain**

Ramon Sentmarti is currently Managing Director at PRODECA, this public company aims to promote Catalan Food & Gastronomy in the world; support the local and international trade of the agrifood sector and promote them through international food fairs and markets. Previous to this post, he was the project manager of European Region of Catalonia Gastronomy CREG in 2016. He was head of the Agricultural Marketing Program within the Department of Commerce, where he has led projects such as [gastroteca.com](http://gastroteca.com). Ramon worked and still collaborates with the Alicia Foundation on projects related to the promotion of Catalan food products. Previous to this he worked at the Autonomous University of Barcelona as head of several European research projects when he was technical director of the Consortium Lluçanès.



**Jens Storli, Visit Trondheim**

Jens Storli is Congress and Event Manager at Visit Trondheim, the organization aiming to empower the tourism potential in good events in the Trondheim region, as well as to get new events to the region. Previously, he worked as Administrative Leader and Artistic Director, in several events companies across the country and his main responsibilities were the development and content in different events. He has also worked at Alvdal municipality, where he participated rebuilding the municipal culture law.



**Dr. Edith Szivas, International Tourism Strategy, Spain/United Kingdom**

Dr Szivas is currently Vice-President of IGCAT. She is an internationally recognized tourism development expert specialising in tourism strategies and development plans, tourism investment, tourism SME development, gastronomy and cultural tourism and strategic human capital development. She has managed and worked on projects worldwide on behalf of UNWTO, UNDP, EU, USAID and various national and regional governments and corporate clients. She has extensive experience from Africa, Asia, Europe and the Middle East. She is a regular keynote speaker at tourism conferences and a research contributor. She holds a BSc degree in Import and Export from Budapest, Hungary, an MSc in Tourism Planning and Development and a PhD in Tourism Development from University of Surrey, United Kingdom.



### **Fabrizia Toccoli, IGCAT International Projects Manager**

Fabrizia Toccoli is International Projects Manager at IGCAT. She graduated in Intercultural Communication at the University of Bergamo and is currently finishing a Masters degree in Planning and Management of Tourism Systems. Fabrizia manages and develops a number of international projects at IGCAT related to food and cultural education and research. She contributed to the framework development and now coordinates IGCAT's input into the EU funded 'Foodbiz' project, as well as leads on IGCAT's Food Gift Challenge and the Young Chef Award.



### **Omar Valdez, UNWTO Academy, Andorra**

Omar Valdez is the Executive Director of the UNWTO Academy. Omar Valdez joined the UNWTO Academy as a Senior Consultant in 2004 and was appointed to his new position in 2010. The new UNWTO Academy, former UNWTO - Themis Foundation, founded in 1998 and based in the Principality of Andorra, is responsible for implementing the work programme on Education and Training of the World Tourism Organization, with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training. worked in different industries in Buenos Aires (Telecommunications, IT, Media) before moving to the Principality of Andorra. Later on, he worked for Grandvalira the largest ski resort in the Pyrenees and one of the largest in Europe).

## Bibliography

A collection of more recent and important publication references informing IGCAT's work:

### **The Case for Responsible Travel: Trends & Statistics 2018**

Over tourism was the topic chosen to analyse by the Center for Responsible Travel (CREST) in 2018. This complex term was chosen after studying the flow of tourists in the past decades, and how this flow turned into a pressing issue became. Over tourism is a multifaceted problem impacting various types of destinations, and there is no one-size-fits-all solution. What is certain is that at the base of solutions to over tourism are policies and practices that are aligned with the principles of responsible travel and visitor education. Recent surveys and market studies indicate a growing portion of travelers are interested in authentic, unique, and localized travel experiences that are good for residents and destinations. Responsible consumers that consider the attitudes of residents and value the destination they visit will likely begin to notice rising tensions and increased environmental pressures due to over tourism. Tourism products are at risk when cultural and natural resources deteriorate, and responsible consumers seek authentic experiences elsewhere. In an increasingly digitally-connected, work-centric, and material world, travelers are seeking opportunities to reconnect with nature, other people, and sense of individual meaning. Both the Baby Boomer and Millennial generations have shown inclinations to pay a premium for authentic and meaningful travel.

Responsibletravel.org. (2018). [online] Available at:

[https://www.responsibletravel.org/docs/The\\_Case\\_for\\_Responsible\\_Travel\\_2018\\_FINAL\\_FOR\\_WEB.pdf](https://www.responsibletravel.org/docs/The_Case_for_Responsible_Travel_2018_FINAL_FOR_WEB.pdf) [Accessed 21 Feb. 2019].

### **Millennials: a new trend for the tourism industry**

The purpose of this paper is to address how millennials change and influence the tourism industry. Having grown up with near-ubiquitous internet access and beginning their professional careers in the wake of a financial crisis, millennials are using technology to make savvy travel-buying decisions, largely based on the perceived authenticity of the experience they are offered. Millennials travel more than any other demographic. On average, they take 35 days of vacation each year, and they're also bucking the trend by increasing their annual travel spend as other generations intend to be more conservative with their cash. Millennial travelers are interested in authenticity, fulfilment and sustainability. That's a message that tour operators, travel agents and the entire travel industry needs to understand. The millennials represent 27 percent of the global population or about 2 billion people.

Sofronov, B. (2018). Millennials: A New Trend for the Tourism Industry. Annals of Spiru Haret University. Economic Series, 18(3), 109-122

### **UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions: Making it Work**

Cultural production, distribution, exhibition and promotion worldwide are increasingly monopolised; fewer owners than ever before dominate the cultural market. At the same time, the choice available to consumers in many fields of the arts is less diversified. Cultural life is diminished when the variety of artistic expressions that can reach audiences and buyers of works of art is reduced. From a human rights perspective, this is not a sound development. This reduction in the number of owners and the diversity of choices is also a threat to democracy, since a rich diversity of voices and images is essential for democratic discourse.

Obuljen, N. (Ed.). (2006). UNESCO's Convention on the Protection and the Promotion of the Diversity of Cultural Expressions: Making it Work. Inst. for Internat. Relations.

### **Preservation of Cultural Heritage Embodied in Traditional Crafts in the Developing Countries. A Case Study of Pakistani Handicraft Industry**

Cultural heritage embodied in traditional crafts is an integral part of any nation which reflects the culture and tradition of a particular region. Although the importance of handicraft has been widely recognized, the literature regarding preservation of traditional craft is scarce. The present paper aimed to explore and identify issues faced by traditional craftsmanship in developing countries and to address those issues in order to contribute to the sustainability of traditional craft heritage and ensure continuous transmission of craft skills and knowledge from generation to generation. Our study identified several key issues which poses substantial challenges to the preservation of traditional craft heritage in developing countries. In order to add empirical evidence, we examined the case of Pakistani handicraft industry that provided further understanding of highlighted issues which traditional craft heritage face. We have suggested some policies to promote, develop and preserve the traditional craft heritage. The significance of these policy suggestions is underlined with the case study of Pakistan.

Yang, Y., Shafi, M., Song, X., & Yang, R. (2018). Preservation of Cultural Heritage Embodied in Traditional Crafts in the Developing Countries. A Case Study of Pakistani Handicraft Industry. *Sustainability*, 10(5), 1336.

### **Local Food and the Sustainable Tourism Experience**

In recent years, attempts to improve the economic and environmental sustainability of both tourism and agriculture have been linked to the development of “alternative” food networks and a renewed enthusiasm for food products that are perceived to be traditional and local. This paper draws on research from two UK regions, the Lake District and Exmoor, to argue that local food can play an important role in the sustainable tourism experience because it appeals to the visitor's desire for authenticity within the holiday experience. Using evidence from qualitative interviews with tourists and food producers, the paper records ways in which local foods are conceptualised as “authentic” products that symbolise the place and culture of the destination. By engaging with debates surrounding the meaning of locality and authenticity, the paper challenges existing understandings of these concepts and offers a new way forward for tourism research by arguing that “local food” has the potential to enhance the visitor experience by connecting consumers to the region and its perceived culture and heritage.

Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of sustainable tourism*, 17(3), 321

<https://www.tandfonline.com/doi/abs/10.1080/09669580802359293> Accessed 21/02/2019

### **Food for Memories and Culture**

Tourist shopping and souvenirs have contributed significantly to tourism retailing and may represent the best and easiest way to experience local culture. The aim of this research is to analyze the attributes of successful food specialties and provide suggestions for the development of food souvenirs. This research initially explored the relationship among the major dimensions of souvenirs in existing literature, the critical attributes of award winning food specialties and the connections with requirements for food specialty souvenirs. A content analysis research approach was adopted in the current study. Research samples were selected from a professional food specialty institution (National Association for the Specialty Food Trade, NASFT). The 192 Gold Award winners analyzed were based on competitions from 2008 to 2013. The content analysis results indicated that the major dimensions of food specialties are the sensory, utility, and symbolic dimensions. Within these three dimensions, 15 attributes were identified. The findings of this study can provide useful information for destination marketers and hospitality businesses when developing gastronomic products and evaluating and improving existing food specialties.

Lin, L. and P.-C. Mao (2015). Food for Memories and Culture – A Content Analysis Study of Food Specialties and Souvenirs. *Journal of Hospitality and Tourism Management*, 22.

### **The State of the World's Biodiversity for Food and Agriculture**

The State of the World's Biodiversity for Food and Agriculture provides an assessment of biodiversity for food and agriculture (BFA) and its management worldwide, drawing on information provided in 91 country reports (prepared by over 1 300 contributors), 27 reports from international organizations and inputs from over 175 authors and reviewers. It describes the many contributions that BFA makes to food security and nutrition, livelihoods, the resilience of production systems, the sustainable intensification of food production and the supply of multiple ecosystem services; the major drivers of change affecting BFA; the status and trends of various components of BFA; the state of management of BFA; the state of policies, institutions and capacities that support the sustainable use and conservation of BFA; and needs and challenges in the management of BFA.

FAO (2019). The State of the World's Biodiversity for Food and Agriculture. J. Bélanger and D. Pilling (eds.), FAO Commission on Genetic Resources for Food and Agriculture Assessments, Rome.

### **Single-use Plastics: A Roadmap for Sustainability**

The benefits of plastic are undeniable. The material is cheap, lightweight and easy to make. These qualities have led to a boom in the production of plastic over the past century. This trend will continue as global plastic production skyrockets over the next 10 to 15 years. We are already unable to cope with the amount of plastic waste we generate, unless we rethink the way we manufacture, use and manage plastics. Ultimately, tackling one of the biggest environmental scourges of our time will require governments to regulate, businesses to innovate and individuals to act. This paper sets out the latest thinking on how we can achieve this. It looks at what governments, businesses and individuals have achieved at national and sub-national levels to curb the consumption of single-use plastics. It offers lessons that may be useful for policymakers who are considering regulating the production and use of single-use plastics.

UNEP (2018). Single-use Plastics: A Roadmap for Sustainability.

### **Food Wastage Footprint: Impacts on Natural Resources: Summary Report**

This study provides a worldwide account of the environmental footprint of food wastage along the food supply chain, focusing on impacts on climate, water, land and biodiversity, as well as an economic quantification based on producer prices. The Food Wastage Footprint (FWF) model was developed to answer two key questions: what are the impacts of food wastage on natural resources? where do these impacts come from? This required analyzing the wastage footprint by regions, commodities or phases of the food supply chain in order to identify "environmental hotspots" and thus, point towards action areas to reduce food wastage.

FAO (2013). Food Wastage Footprint: Impacts on Natural Resources: Summary Report. FAO, Rome.

### **Welcome to the Experience Economy**

First there was agriculture, then manufactured goods, and eventually services. Each change represented a step up in economic value--a way for producers to distinguish their products from increasingly undifferentiated competitive offerings. Now, as services are in their turn becoming commoditized, companies are looking for the next higher value in an economic offering. Leading-edge companies are finding that it lies in staging experiences. To reach this higher level of competition, companies will have to learn how to design, sell, and deliver experiences that customers will readily pay for. An experience occurs when a company uses services as the stage--and goods as props--for engaging individuals in a way that creates a memorable event. And while experiences have always been at the heart of the entertainment business, any company stages an experience when it engages customers in a personal, memorable way. The lessons of pioneering experience providers, including the Walt Disney Company, can help companies learn how to compete in the experience economy. The authors offer five design principles that drive the creation of memorable experiences. First, create a consistent theme, one that resonates throughout the entire experience. Second, layer the theme with positive cues--for example, easy-to-follow signs. Third, eliminate negative cues, those visual or aural messages that distract or contradict the theme. Fourth, offer memorabilia that commemorate the experience for the user. Finally, engage all five senses--through sights, sounds, and so on--to heighten the experience and thus make it more memorable.

Pine, B. J. and J. H. Gilmore (1998). Welcome to the Experience Economy. *Harvard Business Review*, 76.

### **The Dream Society**

The future Dream Society will be the 5th techno-economic system in which humans have lived. When our future grandchildren look back on our age, they will see it as dull and gray, dominated by technology and neglecting human values. The huge increase in material wealth owes much to science and technology, but, in the future, attention will turn away from science toward nonmaterialistic and nonscientific values. The highest-paid person in the first half of the next century will be the storyteller. Two trends in today's society are particularly important in the transformation ahead. The first trend is the automation of information tasks. The 2nd key trend is the commercialization of emotions. It will no longer be enough to produce a useful product: A story or legend must be built into it, a story that embodies values beyond utility.

Jensen, R. (1999). *The Dream Society*. London: McGraw Hill.



### **Regional food diversity and human health**

The extent to which food diversity for human health is required will depend on the food component (essential nutrient and phytochemical) density of the foods represented. For example, fish, fresh lean meat, eggs and seed foods (grains, pulses, nuts) will reduce the requirement. Regional food diversity can support food diversity at the community level--where otherwise it might be fragile--by shared learning experiences, and by trade. Diversity can also be captured and enshrined in recipes with composite ingredients and by traditional emblematic foods--like soups and pies; and it provides the basis for food culture and cuisine. The evidence for food diversity (or variety) as a major factor in health has grown substantially over the last few years--as integrative indices of health like "maternal nutrition" and "successful pregnancy" (for example, through the inclusion of a variety of food sources of folate, increasing the bioavailability of iron, and the sustainable intakes of quality food protein and essential fatty acids); "adult mortality rates"; other "specific disease incidences" (like cancer, cardiovascular disease, diabetes and bone health) for "risk factors for disease" (like hypertension and abdominal fatness); and for "wellbeing" (palatable, enjoying and neurologically relevant food stuffs). Thus, there is an ongoing need to promote and maintain food diversity at the regional level and between communities.

Pacific, A. (2003). Regional food diversity and human health. *Asia Pacific J Clin Nutr*, 12 (3), 304  
<https://www.ncbi.nlm.nih.gov/pubmed/14505994> Accessed on 21/02/2019

### **Measuring Healthy Food Diversity in a Diet**

The recommendation to eat diverse types of foodstuffs is an internationally accepted recommendation for a healthy diet. The importance of dietary variety is based on several studies that have shown that diverse diets are accompanied by positive health outcomes. However, the definition and measurement of healthy food diversity are often criticized in the literature. Nutritional studies generally use count indices to quantify food diversity. As these measures have considerable disadvantages, several nutritionists have called for a precise definition and measurement of food diversity. Eating a large diversity of foods is an internationally accepted recommendation for a healthy diet, because it is associated with positive health outcomes such as reduced incidence of cancer or mortality.

Drescher, L. S., Thiele, S., & Mensink, G. B. (2007). A new index to measure healthy food diversity better reflects a healthy diet than traditional measures. *The Journal of nutrition*, 137(3), 647  
<https://academic.oup.com/jn/article/137/3/647/4664681> Accessed on 21/02/2019

### **Refocusing Sustainable Tourism**

Largely reflecting the wider sustainable development debate, the discourse of sustainable tourism has yet to significantly address the cultural basis that frames our perspectives on the central environment-economy relationship. Explanations are offered for why the cultural dimension of sustainable tourism has been largely under-emphasised. Collaboration, partnership and co-management with host communities and their cultures(s) has been an encouraging trend in the process of tourism development over recent years though it displays, and is structured around, localised inequalities and fundamental imbalances of power. The paper draws upon examples of 'indigenous tourism' to illustrate this. It argues that in the context of sustainable tourism, the processes of collaboration need to be considered as part of the wider sustainable development agenda that encourages cultural democracy as a legitimate policy goal in itself. Through the recognition of cultural diversity and the allocation of cultural rights, cultures should be in a stronger position not only to determine the form and extent of tourism development, but also to say 'no' to it altogether.

Robinson, M. (1999). Collaboration and cultural consent: Refocusing sustainable tourism. *Journal of Sustainable Tourism*, 7(3-4), 379

<https://www.tandfonline.com/doi/abs/10.1080/09669589908667345> Accessed on 21/02/2019

### **New Values of Cultural Heritage and the Need for a New Paradigm Regarding its Care**

The concept of cultural heritage values is a living idea. Currently, "cultural heritage" is a broader term, which includes natural and man-made legacy. Conservation and diverse museum activities have a fundamental practical side, which must be realised in conjunction with theoretical constructs. The complex care of cultural heritage in the field of visual arts involves a set of new values, stories, ideas, traditions, symbols, attitudes, and accomplishments. The new role of the conservator-restorer acting as an "advocate" of the intrinsic values and well-being of a given object in tangible and/or intangible heritage is affirmed as that of an "orchestrator" of conservation process. Valuation plays a crucial role in recognition, strategic decision-making, and in complex negotiations devoted to the care of cultural heritage, which can often be very difficult in theory and also in conservation practice. We now understand that the protection and management of cultural heritage resources are a way of ensuring their maximum possible vitality, values and functions to the benefit of current and future generations, attributing them an important role in a sustainable social system.

Szmelter, I. (2013). Conservation: Cultures and Connections: *New Values of Cultural Heritage and the Need for a New Paradigm Regarding its Care*. *CeROArt*, 11 (3).

<https://journals.openedition.org/ceroart/3647#quotation> Accessed on 26/02/2019

# IGCAT

INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM



*IGCAT aims to empower local communities by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets.*

IGCAT is a non-profit institute established in 2012 working with regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide network of experts and works in partnership with specialised intergovernmental organisations.

Through our international institute and partners, we direct projects that build synergies across different sectors, give visibility to the issues we care about and help long-term sustainable growth in regions. For this purpose, IGCAT founded the [Region of Gastronomy Award](#) and is the official secretariat for the [European Regions of Gastronomy Platform](#).

All of IGCAT activities aim to address and further develop the execution of four key objectives:

- Empower people and engage citizens;
- Instil local pride;
- Support local communities;
- Create ambassadors and inspire young generations.

Furthermore, the Institute has developed the [European Young Chef Award](#), the [Local Food Gift Challenge](#), the [Top Visitor's Experience](#), and the [Food Film Menu](#)

