

FOOD, WELL-BEING AND WELLNESS TOURISM

7th ANNUAL IGCAT EXPERTS MEETING

PROGRAMME AND READER
Kuopio 10-11 September 2020



SAVONIA



Leverage from
the EU
2014–2020

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Welcome and Introduction

Dear IGCAT Global Experts and Distinguished Experts,

On behalf of the IGCAT Board and our hosts, I would like to invite you (albeit virtually) to the 7th IGCAT Annual Experts' Meeting celebrating Kuopio region's kick-off year as European Region of Gastronomy 2020-2021 under the theme of Living in Nature's Rhythm. IGCAT experts are invited to discuss food, well-being and wellness tourism as well as explore how the combination of gastronomy, arts, culture and nature can contribute to health and well-being both for local citizens and discerning visitors. Due to exceptional circumstances presented to us by Covid-19 you have the opportunity to join us for the key debates online through our webinars and live streaming events. We are very grateful to our Kuopio colleagues for making this possible.

There was evidence, even before Covid-19, that consumer behaviour in regards to food and culture was changing both amongst citizens (often as response to the need for healthier lifestyles) as well as tourists who are increasingly curious to explore rural, creative, sustainable, living-it experiences. This coupled with a trend towards responsible tourism, provides the possibility to maximize benefits in local communities and minimize negative social or environmental impacts. Many experts coincide that Covid-19 will accentuate this trend with more people seeking rural open spaces, spiritual and health options as well as valuing local suppliers and shops once more.

IGCAT mission has always been to help local people conserve fragile cultures, habitats and food traditions because we recognized long ago that this is necessary to ensure a more sustainable future. By working with our World Regions of Gastronomy Platform we hope to feed into the wider policy agenda of how to support, maintain and further encourage more responsible, better-quality, unique, authentic and memorable visitor experiences and in doing so, stimulate locally based SMEs and micro-businesses. At the same time, IGCAT is looking at how we can support cross-marketing and international visibility for all our awarded regions.

The debates online and in Kuopio will further consider how to ensure human security which is a theme never more potent when in 2020 when we have all experienced exceptional circumstances, forcing us to question everything from food supply to social gatherings. In many ways Covid-19 has opened our eyes about the importance of committing to sustainability and the question is: what lessons have we learned and what can we take into the future?

Connecting nature, culture, the arts, body and mind to provide a sense of well-being is something we all need right now so we invite you to join Kuopio and, to be delighted by their nature, creativity, and innovations during their Opening Ceremony. This will also be the occasion to hear the announcement of winners for IGCAT's **European Food Gift Challenge** (a competition aimed to innovate with local food and crafts) and IGCAT's **Food Film Menu** (a competition aimed to provide audio-visual material that talks about our food future).

See you online soon!

Diane Dodd PhD

IGCAT President

Programme

Thursday 10 September 2020

10.00h (CET) **WEBINAR**

Food, Well-being and Wellness Tourism in the Regions of Gastronomy

Session chaired by **Diane Dodd**, President of IGCAT. A selection of good case examples from Regions of Gastronomy where regions are developing criteria to select and promote excellent visitor experiences related to food and well-being.

Presentations from:

Ariadna Ribas, Catalan Tourist Board, Catalonia 2016

Barbara Zmrzlikar, Slovenian Tourist Board, Slovenia 2021

David Vidal, Fundació Foment del Turisme de Menorca 2022

Parvathy Venugopal, Green Escape, Kuopio 2020-2021

14.00h (CET) **INTERNATIONAL COMPETITION: EUROPEAN FOOD GIFT CHALLENGE**

This competition will go ahead as planned with a local and international jury assessing the products in an online exposition of the products. The product packaging, stories and design will be displayed and described by **Henna Lehtikainen**, **Jonna Smedberg** and **Fabrizia Toccoli** – at the same time the local jury will be able to taste and provide their opinions on flavours and textures. A combination of the local and international jury scores will help determine the winners.

International jury:

Jacinta Dalton, Galway 2018. (Chair of the Jury)

Joana Santos, Minho 2016

Jesper Christensen, Aarhus 2017

Local jury members in Kuopio:

Raisa Leinonen, Savonia University of Applied Sciences

Marko Rossi, Kalevala Spirit

Sirpa Karppi, K-Market
Neulamuikku

Elena Chiksoeva, Lapland Hotel

Sinikka Määttä, Expert on food
production education and
influencer of Savonian food culture

Friday 11 September 2020 - LIVE STREAMED!!

PUBLIC SEMINAR LIVE STREAMED FROM KUOPIO! https://youtu.be/rRDBkC_GqIM

The public seminar is open to ERG Platform members, IGCAT Experts, SME's in food and well-being related industries, students and academics interested in food, well-being and wellness tourism.

- 09.00h (CET) **WELCOME AND INTRODUCTIONS (LIVE STREAM)**
Ilona Sares, ProAgria and IGCAT Expert
Antti Ilre, Savonia University and IGCAT Expert
- 09.15h Sustainable eating and food consumption now and in the future
Speaker: **Mari Niva**, Professor, University of Helsinki (LIVE STREAM)
- 09.50h Growth in wellness and gastronomy travel: Setting the context
Speaker: **László Puczkó**, Health Tourism Worldwide and IGCAT Expert, Hungary (VIDEO)
- 10.30h Food trends: good for wellbeing or only good business?
Speaker: **Marjukka Kolehmainen**, Professor, University of Eastern Finland (LIVE STREAM)
- 11.00h Arts Education and wellness
Speaker: **Paul Schafer**, Author and IGCAT Expert, Canada (VIDEO)
- 11.10h Human Security and sustainable food production
Speaker: **Jyri Wuorisalo**, Human Security Finland
- 11.20h **CONCLUSIONS FROM THE REGIONS OF GASTRONOMY WEBINAR**
Food, Well-being and Wellness Tourism in the Regions of Gastronomy
Speaker: **Diane Dodd PhD**, IGCAT President (LIVE STREAM)

17.30h (CET) **Living According to Nature's Rhythm**
OPENING CEREMONY KUOPIO 2020

LIVE STREAMED!! <https://youtu.be/BIGRdi4ilJU>

The Opening Ceremony will take place next to nature, in a 2019 awarded wood building, *Kuopion Saana*, which has a panoramic view of the lake area.

WELCOME

MESSAGE OF SUPPORT FROM IGCAT AND THE EUROPEAN REGIONS OF GASTRONOMY (VIDEO)

MAKING OF THE 1ST EUROPEAN FOOD GIFT CHALLENGE (SHORT VIDEO)

ANNOUNCEMENT OF THE WINNERS FOR THE 1ST EUROPEAN FOOD GIFT CHALLENGE
Henna Lehtikainen and **Johanna Kantala**

SCREENING OF THE OVERALL WINNER OF THE FOOD FILM MENU 2020 (SHORT FILM)

PRESENTATION OF THE KUOPIO REGION OFFICIAL FOOD AMBASSADORS

World Region of Gastronomy



CREATING A NEW TREND FOR WELL-BEING AND HEALTHIER LIVING

The World Region of Gastronomy Platform, is a flagship project of IGCAT that aims to empower communities by enhancing awareness about their rich cultural and food uniqueness. WELL-BEING AND HEALTHIER LIVING is one of the key focus areas and by working with our international partners to share good practices we hope to strengthen their capacity in this field.

Food and culture are vital for health and well-being and therefore efforts to protect local biodiversity and cultural life should be a priority. We owe it to the planet to push the sustainability agenda and we can do this by taking inspiration from our natural environment, supporting the biodiversity of our regions, safeguarding intangible heritage, and innovating foods, recipes and cultural traditions.

Gastronomy is the art of eating well and by using creativity to showcase wholesome and healthy regional and local food, we encourage a more holistic approach to well-being. Awareness campaigns, creative events and cultural projects that put value on natural farming, food traditions and quality produce that can all stimulate pride in local communities.

Local food often has properties that over centuries our bodies have been genetically programmed to function with and so, encouraging the consumption of local food is a direct benefit for our health. What we put into our bodies is more important than we often acknowledge and yet many people have little understanding of the ingredients that are listed on processed food products. Allergy and property information help, but a better understanding of food labelling is needed. More importantly still, the nutritional value of local food needs to be revalorised, alongside the health benefits of green and natural spaces. Attention to our natural environment extends to the need to protect land and sea. For example, the need to reduce single-use plastics is urgent, in light of the fact that micro-plastic is now widely acknowledged to contaminate marine life and our food systems.¹

¹ <https://www.nationalgeographic.com/environment/2018/07/ocean-plastic-pollution-solutions/>

IGCAT advocates for the promotion of healthier lifestyles through greater citizen engagement and the World Regions of Gastronomy have agreed to:

- a. Showcase regional and local foods that are wholesome and healthy through sustainable events, rituals and celebrations.
- b. Encourage well-being related practices and promote investigation into traditional cures and remedies, based on local plants and rituals.
- c. Promote campaigns to eliminate single-use plastics and find local sustainable alternatives for food packaging.
- d. Build awareness about the importance of honey and ensure wild flowers are preserved for healthy bee populations.
- e. Encourage green spaces and the planting of trees to keep air clean and support a vibrant and nourishing environment.

Our shared commitment is urgent as glut, gluttony, obesity, unparalleled choice, wealth, health, poverty, hunger are all part of the planet we share in the 21st century. The big question is how did we come to such rich and at the same time alarming culinary extremes?²

This is one of the most pressing questions and challenges facing cultural leaders today. IGCAT recognises the need for a unified approach to dealing with world food problems and for this reason we unite regions across the globe to address the enormous challenges and inequality in food resources. By raising the issues and developing a common understanding of the need to safeguard diversity in order to be sustainable, we hope to identify policies that leaders could/should embrace to be successful.

Wheat, maize and soybean are critical for combating world hunger but as a global diet it provides limited diversity and the danger that more and more people are relying on these food staples with real health and environmental implications. As more people eat increased proteins, calories and fat, we are warned by nutritionists³ that growing demand on just a handful of food crop varieties may accelerate and exasperate the rise in obesity, heart disease and diabetes, which are strongly affected by dietary change and have become major health problems in so-called 'richer countries.' Diseases such as obesity, hypertension, diabetes and chronic heart disease have extended throughout the world. In most all countries there is an increase in these diseases and what is worrying is that children and young adults are quite often the most affected. These are diseases inextricably linked with modern civilization and the way we now access and burn-off our food. The figures are astounding, according to the World Health

² Dodd, D. (2015) Globalization, Diversity and the Health Risks. Published by IGCAT

³ http://www.ciatnews.cgiar.org/wp-content/uploads/2014/03/New_study_on_increasing_homogeneity_within_global_food_supplies.pdf

(accessed 2 March 2015)

Organisation, *"The number of people with diabetes has risen to 422 million in 2014. Diabetes is a major cause of blindness, kidney failure, heart attacks, stroke and lower limb amputation."*

For economically poorer countries the threat is huge, as increases in homogeneous food crops make agriculture more vulnerable to drought, insect pests and diseases. With ever more food choices available in the western world, it is hard to make the claim that we are losing food diversity but it is in fact a reality. In an article called Placing Food, Nina Marie Lister asks: *Have we become so disconnected from our food that we have forgotten the truth that underlies the cliché—we are what we eat?* As more and more people switch to a globalised diet, many people are witnessing a widening of choice and options in one direction but, a reduced knowledge about their own food culture.

Urgent efforts are needed to better inform consumers about diet-related diseases and to promote healthier, more diverse food alternatives. To do this, people need to feel pride in local food stuffs and value their cultural significance. In order to support a process of widening diets we need to be aware that large food corporations have huge budgets to submerge market through highly visible and glossy advertising. To counter-balance this, we need public support and useful public interventions to support pride and visibility for healthy food options.

Our globalised diet has in some part been driven by powerful corporations in a quest for profit but also out of concern about how to feed 7 billion people however, we now know that an unchecked market mentality needs to be addressed. While trade liberalization, transport, multinational food industries and even food safety standardisation has reinforced and increased our access to global foods, they have also reinforced negative eco-diversity trends, damaged local businesses and agriculture as well as sadly contributed to many of the health issues that we are now facing. Policy-makers need to understand the consequences, costs and longer-term financial burden by not acting now to support local agriculture and food supplies.

Consumers need to better understand the potential harm on their health. In many places in the world food is considered to be a medicine. Wholesome soup is remedy for the common cold, kidneys and lentils for low iron counts. Have we lost the knowledge or are we willing collaborators in convenience medicine? Is returning to traditional foods as a stable maybe one of the answers to improving our health? Larissa Uwase (IGCAT Expert) in Rwanda demonstrated how the reduction of sweet potatoes in the diets of Rwandan citizens culminated in sicknesses due to deficiency of vitamin A. She has now been awarded for her pioneering role in educating and increasing the levels of sweet potatoes in people's diets. As a spin-off, local farmers have benefitted as this was a crop that is autochthonous and easily grown in the area.

CIAT notes that *"rising incomes in developing countries... have enabled more consumers to include larger quantities of animal products, oils and sugars in their diets. Moreover, urbanization in these countries has encouraged greater consumption of processed and fast foods. Countries experiencing rapid dietary change are also quickly seeing rises in the associated diseases of overabundance."* In developed countries such as the European Union countries, the World Health Organization notes that *"being overweight affects 30-70% of the population and obesity affects 10-30% of adults."*

Policy-makers can support both existing and the expansion of mini-creative/food enterprises that can act as a counter-balance to the convenience of supermarket shopping and ready-made food. We however need to know more about what is driving their existence, what are potential opportunities and threats and what is needed to help drive 'quality driven' employment opportunities in the agricultural sector.

The World Region of Gastronomy Platform has learnt of great examples from the awarded European regions that have been working together since 2015, from vegetable deliveries to the door, to the REKO Facebook phenomena (from Finland) that is supporting the sale of organic products. These examples give hope that negative trends can be turned around however promotion of local enterprises that contribute to individual good and community value is still needed. Public bodies can use public events and institutions to foster this change. Jacinta Dalton (IGCAT Expert from Galway-West of Ireland, European Region of Gastronomy 2018) provided an interesting insight into how public procurement could and should be used to promote healthier food choices. We also learnt from the village Leende in North Brabant (European Region of Gastronomy 2018) how they have developed the "Gezond Dorp" (meaning healthy community) project. Two doctors in the village developed a life-style concept based on more activity and food based on Low Carb High Fat. This diet provides daily food based on natural products and little or no carbohydrates. The approach led to sensational results in the village community, such as weight loss, decrease of medicine use and more daily activity among the participants. The approach gave rise to new related health enterprises in the community and has been a source of far-reaching pride. For more information, the organizers published a book about the approach at <http://gezonddorp.nl/>.

The questions of whether a vegetarian / vegan diet is healthier for us is raging in tandem with calls for less meat consumption to reduce carbon emissions. Many agree that there is a need to reduce the destruction of amazon rainforests (the so-called lungs of the earth) but we do not often relate this to land conversion for herding or the growing of soybean production that feeds and effectively fattens cows. With no or little conversation about this, consumer demand for meat products continue to rise. Do we have the collective will to start these types of conversations? In IGCAT's Young Chef Award we have already indicated that we are interested to see a higher proportion of vegetable to meat/fish on the dish - as often high gastronomy

interests have been placed on the protein element in main dish. Simply including this into the criteria opens the debate and the acceptance that a vegetable-based meal will have no less value or increased value as we search for ways to feed growing populations. Education and labelling of meat/fish so the consumer can know if it has been herded traditionally and fed a diverse local diet rather than soy pellets would be a start. Here again policy can make a difference and Geographical Origin products are starting to provide some level of health assurances.

Supporting younger generations aspirations for quality-of-life without forsaking healthy living, trendy, contemporary life-styles is also a challenge. In much the same way as the wine sector attracted middle class, cultural and educated people to take up life in the country, and these same people have brought about interesting innovations on wine production and associated creative/sustainable/rural tourism services; likewise, we need young people to see farming as an alluring career opportunity. Will it be possible for farms to return to multi-crop farming and traditional methods (not relying on pesticides and chemical fertilizers)? With the increased trend in gastronomy tourism, new opportunities have arisen for enterprising and innovative farmers and food producers to resuscitate unique or unusual plant and animal varieties. Support for local farm shops and rural tourism suggests a new opportunity for small scale farms. This trend needs to be encouraged if we are to re-establish balance in our eco-systems but also if we want to have a unique selling point as a destination and new/unique food gifts to share. If we think about how Cava is defining Catalonia and then within Catalonia how white asparagus or rice is defining different food territories and providing the basis for local tourism, we can see that diversity within regions can also be capitalized upon.

Capitalising on sustainable, responsible and balanced tourism trends is another area we are exploring at IGCAT. Health, spiritual, nature, culture and wellness tourism are all completely compatible with foodie tourism. Sustainability and responsibility are the key components that link each of these and therefore the type of consumer for these products. How can visitors value local products, recipes, crafts and traditions though if the locals do not cherish them? The discerning new travellers want to be part of a culture not part of a Disneyworld experience. IGCAT has invited our key expert Dr. László Puczkó, CEO and Co-founder of Health Tourism Worldwide from Hungary to share research insights and challenges for health and wellness tourism going forward. As this industry relies more than most on natural resources and assets we will explore the shared need to support our landscape, eco-systems and biodiversity against over exploitation. *"When managing health tourism it is certainly important to have a sustainable approach in terms of development, planning and impact management. It is also critical to observe regulations and ethics. The incorporation of sustainable practices and corporate social responsibility, the inclusion of local communities, the Sustainable Development Goals as guiding framework for both public and private stakeholders, are key fundamentals for the long-term viability of the health tourism related industry and maximizing benefits for local communities.*

Destinations should look at the impact of health tourism on the quality of life of residents. The wellbeing of local residents is equally important as the health improvement of tourists.”⁴

Packaging and labelling, storytelling and the development of neural connections between product and region become key. For this reason, IGCAT developed the Food Gift Challenge to demonstrate how by working together we can bring about fundamental changes. Writers, designers, artists are the true storytellers and their inclusion in our projects is no coincidence. We need them to provide the subliminal and overt messaging that eating local, fresh, seasonal, organic products is a win-win situation. It is telling that commercial marketing is so powerful that people will spend money on food with less nutritional value because it is “trendy”. Therefore, we need to uncover the trend setters, the influencers and use all our power to reverse this trend and to let people know that eating local fresh healthy and diverse foods will help the eco-system, protect the planet, improve health, create local jobs and be cheaper!

Dr. Diane Dodd
IGCAT President

⁴ Exploring Health Tourism ETC/UNWTO (December 2018). Executive summary available at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284420308> (accessed 16 March 2020)



European Food Gift Challenge

Competition facilitated by **Henna Lehtikainen, Jonna Smedberg and Fabrizia Toccoli**

European Regions of Gastronomy have each been set the challenge of selecting official food gifts that can celebrate their awarded year. Our philosophy is that locally-produced food or food-related gifts play a vital role in protecting and promoting local food and cultural diversity as well as promoting a region and its combined assets such as traditional crafts, know-how, animal and plant varieties etc.

The connection visitors feel with the region can be enhanced by stories and participatory experiences. Goods designed to fit into modern homes and that will be useful one taken from its context will more successfully in supporting word of mouth promotion for the region.

The authenticity and a sense of responsibility/empathy to the crafts person(s) is a chief component in influencing buying decisions when it comes to gifts. Rethinking, redesigning and reappraising gifts is the outcome we seek when we invite local gift producers to assess their own gifts. Criteria for selection include:

- Packaging material (recyclable and sustainable);
- Attractiveness of design and branding;
- Taste/aroma/flavour/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.

By raising producers' awareness of the needs of consumers as well as the importance that food gifts can have in shaping the image of a destination we hope to create new opportunities for international visibility for our Regions of Gastronomy.

Regions of Gastronomy participating in the European Food Gift Challenge have made a first selection at regional level of up to 8 gifts. Ten gifts will be selected as good practice and will be highlighted on IGCAT's website and social media channels. A jury of international and local professionals have been asked to meet online 10 September to select the winning gifts that will be announced at Kuopio's opening ceremony.



Food Film Menu

The audio-visual sector can play an important role in promoting sustainable practises, local food products, local food recipes and traditions related to regional gastronomy. Therefore, IGCAT and the Regions of Gastronomy have promoted the Food Film Menu competition with the aim to:

- Place a spotlight on Regions of Gastronomy;
- Provide opportunities to promote local food and craft products internationally;
- Encourage young film directors to become ambassadors for their regions;
- Engage the public in interesting ways to stimulate pride and awareness.

Under the theme *Food Stories*, the competition aims to collect short films that tell fascinating stories starring local food products, recipes, food producers, chefs, food traditions, food innovations, food techniques and practices, food landscapes or built heritage from awarded and candidate Regions of Gastronomy.

This year's competition was very successful with 34 submissions of which 29 were eligible according to our competition rules. IGCAT experts from countries as far afield as Bulgaria, Italy, Croatia, Romania, Brazil, Scotland and Denmark assessed the submissions and have selected 7 clear category winners. During the week leading to Kuopio's big event, IGCAT released each day information and links to view each of the 7 category winners and opened an online poll from 4-7 September for everyone to take part in selecting the final overall winner.

Categories selected include:

- Regions of Gastronomy
- European Young Chefs
- Food-related Visitor Experiences or Food Gifts from the Regions of Gastronomy
- Historical Food Routes
- New Food Trends
- Environment and Food
- Food and the United Nations Sustainable Development Goals

These winning short films will form part of the Food Film Menu that is then toured across film festivals in the different Regions of Gastronomy. By putting the spotlight on regional gastronomy, short food films can play a key role in raising awareness about the importance of cultural and food uniqueness, and contribute to a more sustainable future.

Don't miss your opportunity to select the overall winner: <https://igcat.org/projects/food-film-menu/food-film-menu-2020-vote-now/>



Creating Top Visitor Experiences – The Challenge

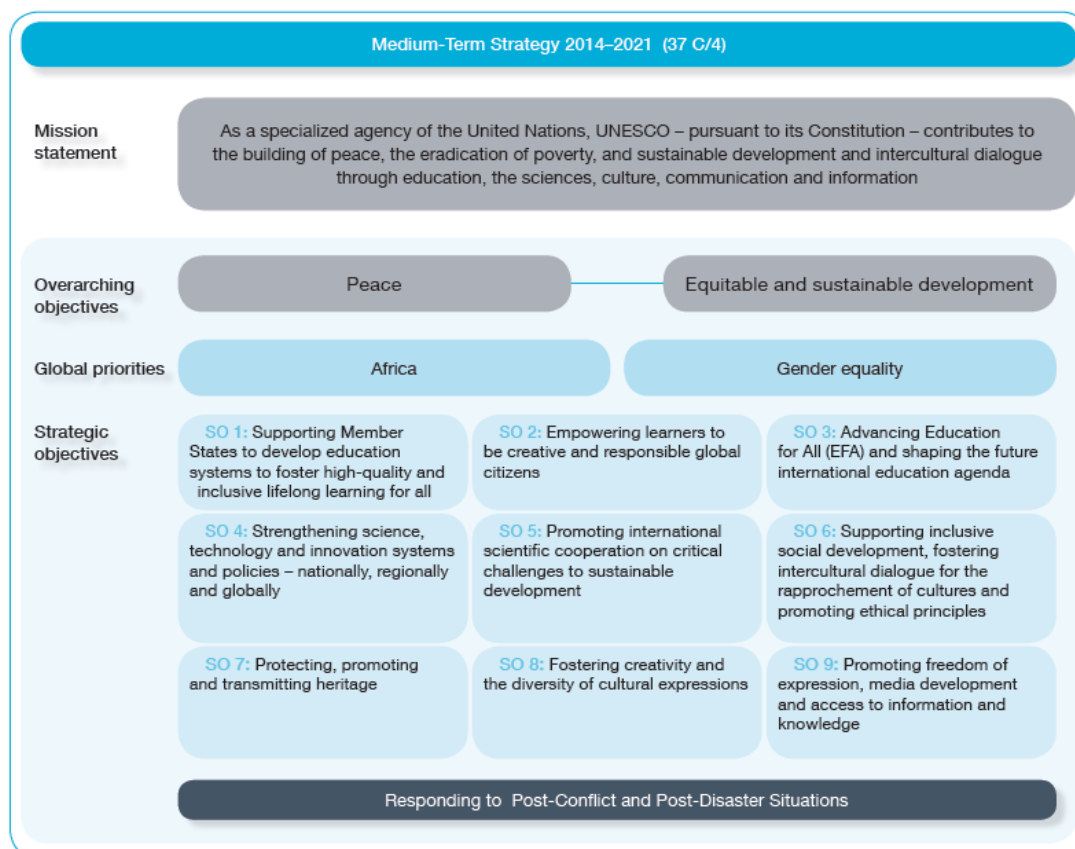
Apart from showcasing the authenticity of a region's heritage by means of food and gastronomy, Top Food-Related Visitor Experiences have a significant role to play in the health and well-being of citizens and visitors. They also very often promote a more profound understanding about the benefits of consuming locally grown slow-processed food. By focusing this session on Top Food Experiences, IGCAT wishes to:

- Strengthen our understanding of quality 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 creativity to infuse authenticity, traditions, innovations and sensory experiences
- Promote the inclusion of art and culture through story-telling
- Give international visibility to often niche and small-scale food related experiences
- Reward sustainable initiatives

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.

The online webinar to be held by IGCAT on 10 September at 11.00h (CET) is aimed to highlight existing policy measures and provisions in a selection of Regions of Gastronomy, with the aim to generate a conversation on how best to go forward as a Platform and take advantage of the World region of Gastronomy label in the future.

How IGCAT is contributing to the UNESCO's Sustainable Development Goals



UNESCO's strategic objective to ensure "equitable and sustainable development – contributing to sustainable development and the eradication of poverty" inspires IGCAT's work:

SO1: Supporting Member States to develop education systems to foster high quality and inclusive lifelong learning for all

Supporting training and support for SMEs and micro-enterprises where arts, creativity and food are the unique selling point. Education and special attention on young entrepreneurs to increase their access appreciation of local cultural and culinary assets and possibilities to create new life-style professions.

SO 2: Empowering learners to be creative and responsible global citizens

Empowering citizens to consider food autonomy, creativity and wellness as alternatives to globalized economic models. Health, supporting regional and local food that is wholesome and healthy, with the aim to promote healthy eating, as well as contributing to raise awareness of health issues and environmental sustainability, food stories and cultural traditions and crafts.

SO 3: Advancing Education for All (EFA) and shaping the future international education agenda
Supporting arts and food education as a need to introduce creativity back into the classroom.

SO 4: Strengthening science, technology and innovation systems and policies – nationally, regionally and globally

Building digital opportunities for local food producers and food /cultural service providers. SME Development, particularly driven by increased visibility of local products and traditions and support for new visitor experiences that encapsulate participatory actions and positive actions.

SO 5: Promoting international scientific cooperation on critical challenges to sustainable development

Discussing wellness options and nutrition as part of a wider debate about building healthy societies. Sustainable and balanced tourism, promoting different foods and food traditions, wellness and natural environments given increasing trends in these interest areas.

SO 6: Supporting inclusive social development, fostering intercultural dialogue for the rapprochement of cultures and promoting ethical principles

Wellness is related to mental health and social integration – bonding through food cultivation and food preparation – as well as food consumption.

SO 7: Protecting, promoting and transmitting heritage

The urgency to create and implement sustainable models to protect and promote food and cultural diversity, as fundamental part of world cultural intangible heritage and as a vital resource for local sustainable development.

SO 8: Fostering creativity and the diversity of cultural expressions

During the event, knowledge and good practices will be exchanged demonstrating the supportive role that intangible cultural heritage can play in local sustainable development and wellness of citizens and visitors by fostering creativity and celebrating otherness.

SO 9: Promoting freedom of expression, media development and access to information and knowledge

Feeding the Planet, stimulating debate and awareness-raising of pressing food issues such as how we produce sufficient food for everyone, how to cherish and promote diverse food varieties, cultural diversity and food traditions, as well as how to prevent the loss of local plants and animal varieties that are vital for health and nutrition as well as to conserve cultural traditions.

UNESCO cares for the protection and promotion of cultural diversity, intangible and tangible heritage which are the focus of our discussions. Our conversation will look at how the 2005 convention can be applied also in the case of food ways and food cultures.



Wellness Tourism Association Research and Trends

Intervention by **László Puczkó**

Our current research in cooperation with the Wellness Tourism Association aims to identify the main global and regional trends experts may envisage in wellness motivated travel by 2025-2030. This is the continuation of our initial research published in 2012 titled 4WR Wellness Tourism 2020. You can access the results of that research here:

<https://htww.life/download/4wr-wellness-for-whom-where-and-what-wellness-tourism-2020-full-research-report/>.

The primary motivation for wellness travels is to engage in preventative, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments. (UNWTO & ETC (2018); Exploring Health Tourism)

This online expert interview had two main respondent groups:

1. The key representatives of the academic community who have been actively researching the relationships between wellness, wellbeing and travel.
2. The representatives of the wellness travel industry. These industry professionals have been working in hospitality, in spas, in holistic retreats and wellness hotels and resorts.

Wellbeing, wellness, medical, healing and healthcare approaches and services are constantly changing. Seemingly similar terminologies may mean very different things in different cultures. Destination and project developers, investors, managers and marketers often need help and specific market intelligence in understanding how globalisation of health interest can work in their location.

Sustainability and responsibility have become key criteria in health tourism, which often relies on natural resources and assets. When managing health tourism it is certainly important to have a sustainable approach in terms of development, planning and impact management. It is also critical to observe regulations and ethics. The incorporation of sustainable practices and corporate social responsibility the inclusion of local communities, the Sustainable Development Goals as guiding framework for both public and private stakeholders, are key fundamentals for the long-term viability of the health tourism related industry and maximizing benefits for local communities.

Destinations should look at the impact of health tourism on the quality of life of residents. The wellbeing of local residents is equally important as the health improvement of tourists.

Exploring Health Tourism, ETC/UNWTO (December 2018). Executive summary available at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284420308> (accessed 16 March 2020)



The Arts: Gateway to a Fulfilling Life and Cultural Age

Review by Diane Dodd PhD

A compelling and inspirational read! Paul Schafer's latest book is probably his greatest yet as it reminds us how the arts touch and dance with our lives in so many ways. Providing examples from furnishings, food and pop music to classical arts, Schafer makes the point that no-one lives without art. According to Schafer, learning to interpret, appreciate and practice art is one of the greatest gifts in life.

In this book, he points to the dangers of only learning about one culture and the need to make other cultures visible and recognizable. A message we strongly share at IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism where we advocate for better recognition of diverse cultures). The message is that creativity not conformity will move us out of the present crisis brought about by the economic age (an age that he convincingly demonstrates has provoked both degradation and segregation in our current world).

I strongly recommend that you not only read this book but that you share his urgent message. As a bonus Schafer shares with you an almost encyclopaedic list of inspiring music, poetry and paintings from all genres that highlights the richness and fascinating world of arts and music. It was a joy to be reminded and rediscover great masterpieces while reading his motivating words. His key message is that bringing value to life is as simple as introducing citizens to the tools to enjoy, revel, explore imaginatively, create in harmony and sensitivity within nature and with one another. In order to bring about a more balanced world we need to mend our fragmented (environmental, societal, political, economic) world and the journey to do this is complex so, dealing with this will require ingenuity, creativity, humanity, compassion and the capacity of facilitation. Therefore, it brings hope to see an increase in educational courses (all around the globe) dedicated to the training of cultural managers who hope to help citizens "unlock the sublime and maybe even the divine" through artistic and cultural diversity.

Human fulfilment as a universal goal is certainly gaining ground as a concept and Paul reminds us that for this to happen we need to urgently shift from an Economic Age to a Cultural Age. In his final chapter, he strongly advocates for the Cultural Age as a holistic approach that can provides the context for "joy, happiness and fulfilment in life" as well as the backdrop to "enjoy good health, well-being, spirituality, contentment and the experience of the sublime." Wise words indeed!

Speakers and contributors



Elena Chiksoeva, Sales Manager at Lapland Hotels - Finland

Ms. Elena Chiksoeva is an experienced professional in the HoReCa sector. She works currently as a sales manager at Lapland Hotels. She is also active in municipal politics in the Kuopio city council.



Jesper Borg Christensen, Special Advisor, Business Region Aarhus - Denmark

Jesper is a founding member of the European Region of Gastronomy network and has for many years played a key role in the internationalisation of the Danish food cluster with the involvement of Aarhus/Central Denmark Region in several international networks. He has since 2006 been project leader for several business-development initiatives and international projects related to food business, tourism and gastronomy. Currently, he works for Business Region Aarhus as special advisor and he has also worked as advisor for City of Aarhus. For the European Commission, Jesper has several times been international expert on international collaboration for countries considering to join the EU.



Caroline Couret, Creative Tourism Network and IGCAT Board Member - Spain

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 - Spain

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 - Spain

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 - Ireland

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) - 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.



Diane Dodd, President IGCAT - Spain

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.



Carlos Fernandes, Associate Professor in Tourism Studies, Polytechnic Institute of Viana do Castelo - Portugal

Carlos Fernandes is Associate Professor in Tourism Studies at the Polytechnic Institute of Viana do Castelo, Portugal. In the last few years, he has conducted research and/or consultancy within various special interest areas, including Tourism and Gastronomy, Cultural Tourism and Religious Tourism and Pilgrimage. Carlos is a member of the editorial board of various tourism related scientific journals, including the Journal of Gastronomy and Tourism and book editor of the International Journal of Religious Tourism and Pilgrimage.



Roberta Garibaldi, Professor at University of Bergamo and IGCAT Expert - Italy

Roberta Garibaldi is Professor of Tourism Management at the University of Bergamo and author of the "Rapporto sul Turismo Enogastronomico Italiano" (Report on Food & Wine Tourism in Italy). Ambassador and Member of the Board of Directors of the World Food Travel Association, member of Board of Advisors of the World Gastronomy Institute, member of the Presidency Council of the Italian Society of Tourism Sciences (SISTUR), Member of ATLAS, Aiest and Treccani Gusto.



Jaume Gomila, General Director for Culture at Balearic Islands and IGCAT Executive Board Member - Spain

Jaume Gomila 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.



Antti Iire, Manager, Research and Development, Savonia University of Applied Sciences and IGCAT Expert – Finland

Antti Iire is Manager of Research and Development of the Faculty of Business, Tourism and Hospitality at Savonia University. He takes care of stakeholder cooperation and public-private partnerships and generates and facilitates a big variety of development projects together with the university and companies and working life organizations of the Kuopio Region. His expertise areas cover SME business development, entrepreneur education and startup incubation together with designing business models with modern tools for different purposes, also internationally.



Johanna Kantala, Expert of Research and Development, Savonia University of Applied Sciences – Finland

Johanna is currently working at Savonia University of Applied Sciences as an Expert of Research and Development. Johanna's expertise is in consumer understanding, consumer research and food development as well as counselling and mentoring for food business companies. During her career at Savonia UAS, Johanna has been involved several in domestic and international food and food industry projects. Johanna has more than 17 years of work experience as a managerial level in the restaurant industry.



Sirpa Karppi, Trader at K-Market Neulamuikku and K-Supermarket Veljmies – Finland

Ms. Sirpa Karppi is an experienced entrepreneur and an owner of two grocery stores. She has also several positions of responsibility, e.g. Chairman of the Federation of Kuopio Enterprises.



Dr. Marjukka Kolehmainen, Professor, University of Eastern Finland, Institute of Public Health and Clinical Nutrition - Finland

Marjukka Kolehmainen leads a research group that studies Food as a means to promote health and wellbeing, working on wide perspectives of nutrition research. Her work spans from investigating the effects of foods, their components and structures on human physiology, to researching their bioavailability in vitro model systems and in animal models. In addition, great part of her research interest is to understand the interaction between the physiological and psychological aspects of health and wellbeing, and the role of food in it.



Heidi Lazani, Communications Specialist - Greece

Heidi Lazani is an independent Communication Specialist. Former Office Director and Special Advisor to the Governor of the Region of South Aegean and Head of the Executive Committee of South Aegean, European Region of Gastronomy awarded 2019, Heidi has extensive expertise in communications, public relations, project management and media relations and holds an MA in contemporary European Studies from the University of Sussex.



Henna Lehtikainen, RDI-Specialist, Project Manager, Savonia University of Applied Sciences - Finland

Henna Lehtikainen is coordinator of Kuopio, European Region of Gastronomy awarded 2020 and project manager at Savonia University of Applied Sciences. Henna is Master of Health Science (Nutrition) and expert in the fields of nutrition, special diets and education. She works to strengthen co-operation between local food operators and SMEs and enhance the development of the sector, with the long-term goal to build continuity in the development of responsible food tourism in the Kuopio area. Previously, she worked for over 10 years at the Finnish Coeliac Society as authorized nutritionist and project manager.



Raisa Leinonen, R&D and business planner at Savonia University of Applied Sciences - Finland

Ms. Raisa Leinonen has a long history as a professional in design and creative industries. She is currently working as a project manager in 'Creative industries as enhancers of competitive advantage and welfare in Pohjois-Savo' project. The aim of this project is to create a regional development programme for creative industry, culture and arts and implement experimentations to create business activities and employment, increase networking and enhance the operating conditions.



Sinikka Määttä, Expert on food production education and influencer of Savonian food culture - Finland

Ms. Sinikka Määttä worked previously at Savonia University of Applied Sciences as a lecturer in food production in the field of tourism and catering. Ms. Määttä has written several professional books about local food and food culture for teaching, food counselling and food product development. Ms. Määttä has done pioneering work on behalf of Savo food culture.



Mari Niva, Professor, University of Helsinki - Finland

Mari Niva, PhD, is Professor of Food culture at the University of Helsinki (2018–2021). Her field of expertise lies in the study of food culture, food choices and the social and cultural aspects of eating. In the framework of both international and national projects, she has studied eating patterns in the Nordic countries, the consumption and future prospects of meat and plant-based proteins, weight management as a practice, and consumer acceptance on food-related innovations. Currently, her research focuses on veganism, meat eating, political consumption, and sustainability transitions in food. Her recent publications include, among others, articles in *Geoforum*, *Ecological Economics* and edited collections on veganism and Nordic eating patterns.



Dimitris Paschalidis, Director of Tourism, Sports, Culture, Lifelong Learning and Employment of the Dodecanese, Region of the South Aegean - Greece

A member of the Executive Committee of South Aegean, European Region of Gastronomy awarded 2019, Dimitris Paschalidis is Director of Tourism, Sports, Culture, Lifelong Learning and Employment of the Dodecanese (Region of the South Aegean), where he organises and coordinates events and communication activities related to tourism, culture, sports and gastronomy. Previously he held the same position in the Cyclades, where he also operated as Head of the Tourism Department. Furthermore, he has been a member of the Certification Committee of the "Aegean Cuisine" network. With a background in History and Archaeology, Dimitris holds an MSc in Tourism Business Administration.



Dr. László Puczkó, CEO and Co-founder, Health Tourism Worldwide - Hungary

Co-founder of Health Tourism Worldwide (formerly known as the Tourism Observatory for Health, Wellness and Spa). He has been working in the field of travel and health for 20+ years. László is an experience engineer, strategist and trainer, and well-being intelligence expert. He has gained experience in the private as well as the public sector environments both in medical and wellness tourism. From 2007 to 2010 he was the member of the board of directors at the Travel and Tourism Research Association Europe Chapter. He is the (co-)author of numerous specialised books (e.g.: Health and Wellness Tourism, Impacts of Tourism (in English), Az attrakciótól az élményig (From attractions to experiences), Turizmus történelmi városokban (Tourism in Historic Cities) (in Hungarian)) and articles in professional journals.



Ariadna Ribas, Wine & Food Tourism Brand Manager, Catalan Tourist Board - Spain

Ariadna Ribas Merino is an expert in Tourism Marketing and specialised in Wine & Food and Cultural Tourism. As a representative coordinator of Catalonia, European Region of Gastronomy 2016 she was responsible for the development of the project's action plan and results evaluation. With an international experience, she lived and worked in Germany in the travel industry.



Marko Rossi, Kalevala Spirit - Finland

Mr. Marko Rossi works in human resources management at Kalevala Spirit company. The company organizes Finland-themed stands in several Central European Christmas markets, where the company sells quality Finnish products.



Joana Santos, Associate Professor - Polytechnic Institute of Viana do Castelo (IPVC) - Portugal

Joana Santos is an Associate Professor of Biological Sciences at the Polytechnic Institute of Viana do Castelo (IPVC), Portugal, and Quality Management Coordinator of the Microbiology Applied Unit (UMA) at the School of Technology and Management (ESTG-IPVC). She has carried out several research and consulting activities such as planning, coordination and development of research and consulting activities for local authorities, consortium and businesses. More recently, she has been involved in the Qualification & Valorisation of "Minho Gastronomy" Project, which aims to value the potential of developing a base of activities associated with the agri-food sector and gastronomy.



Ilona Sares, International Executive Director, ProAgria Pohjois-Savo and IGCAT Board Member - Finland

Ilona 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.



Paul Schafer, Author, Markham - Canada

Founder and Director of the World Culture Project, Paul Schafer has worked in the arts and cultural field for more than five decades as author, advisor, educator, administrator, and researcher. He was originally trained as an economist and his many books include Culture: Beacon of the Future, Revolution or Renaissance: Making the Transition from an Economic Age to a Cultural Age, The Age of Culture, The Secrets of Culture, and, most recently, Celebrating Canadian Creativity.



Jonna Smedberg, Rural Women's Advisory Organisation/ProAgria Eastern Finland - Finland

Jonna Smedberg works in the European Region of Gastronomy 2020-2021 team in Kuopio, at Rural Women's Advisory Organisation / ProAgria Eastern Finland. Jonna's background is in broadcast media and she has an extensive experience in international projects. Jonna has a Master's Degree in Intercultural Encounters (speech communication), a Bachelor's Degree in European Film Studies and she also is a micro-entrepreneur in the wellbeing industry. Jonna joined the Kuopio team first time when Kuopio region received the European Region of Gastronomy award in 2017 and recently she joined the team again to work with the Kuopio European Region of Gastronomy 2020-2021 Jubilee year communications.



Jens Storli, Congress and Convention Manager, Visit Trondheim - Norway

Jens Storli is Congress and Convention 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 and Vice-President IGCAT - Spain

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, International Projects Manager, IGCAT - Spain

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 coordinated IGCAT's input into the EU funded 'Foodbiz' project, as well as leads on IGCAT's Food Gift Challenge and the Young Chef Award.



Anja van Hout, Strategic Advisor for Innovation, Province of North Brabant - The Netherlands

Anja van Hout is Strategic Advisor for Innovation at the Province of North Brabant. Former Strategic Advisor to the city of 's-Hertogenbosch, Anja has been one of the founding members of the European Regions of Gastronomy Platform and key representative of North Brabant, European Region of Gastronomy awarded 2018.



Dr. Parvathy Venugopal, CEO GreenEscapes Oy and Head of Product Development - Finland

Dr. Parvathy Venugopal founded the international ecotravel company/DMC GreenEscape Oy. Based out of the Northern Savo Lakeland in Finland, GreenEscape focuses on offbeat and green destinations, specializing on countryside and nature tourism. Keen on the concept of "ecoluxury" and sustainable gastronomy, GreenEscape directly collaborates with the local SMEs for developing unique gastronomy trails and food experiences engaging all senses for diverse customer profiles in international markets of Asia and the Middle East.



David Vidal, CEO of Promotion and Product, Fundació Foment del Turisme de Menorca - Spain

David Vidal is CEO of Promotion and Product at the Fundació Foment del Turisme de Menorca, where he coordinates the strategy for the promotion of the island as a tourism destination. Previously, he has been Director of the Fundació Desti Menorca that offered training in marketing and promotion to local entrepreneurs in the tourism industry, as well as lecturer in the specialised course in MICE at the University of the Balearic Islands (UIB).



Jyri Wuorisalo, Advisor in Human Security Finland - Finland

Mr. Jyri Wuorisalo works as an advisor in Human Security Finland network which provides diverse expertise in sustainable business.



Barbara Zmrzlikar, Head of Department of Research, Development, Innovation and EU Projects, Slovenian Tourist Board - Slovenia

Barbara Zmrzlikar is a marketing and tourism professional with more than 20 years of experience. Her career was built at Merkur, trade and services, once the biggest DIY retail chain in the region. In 2015 she founded Taste & Travel Slovenia, a travel agency specialised in boutique wine and culinary tours in Slovenia. Barbara is now working for the Slovenian Tourism Board as Head of Department of Research, Development, Innovation and EU Projects. She was in charge of preparing the Action plan of Development and Marketing of Gastronomy Tourism 2019 – 2023. Currently she focuses her activities in implementing sustainable gastronomy guidelines and criteria in the national tourism sustainability & certification programme called The Green Scheme of Slovenian Tourism.

Bibliography

Every year, it seems there is an increasing body of literature and reports related to IGCAT's work and philosophy. This is a collection of more recent publications informing our work and should be used in conjunction with the sources provided in previous IGCAT Conference readers:

Culture in the Implementation of the 2030 Agenda: A Report by the Culture 2030 Goal Campaign

The report takes stock of the first four years of the Sustainable Development Goals and the 2030 Agenda, from the perspective of culture. The report shows some interesting evidence related to the existence of cultural policies and programmes however, the report expresses concern about the scarce references to culture in the SDGs and that there is not sufficient understanding of the many ways in which cultural aspects influence and contribute to sustainable development. There is a clear gap between existing expertise and on-the-ground practices engaging culture for sustainable development and the reflection and prioritization of this in documents emerging from the implementation of the 2030 Agenda. The Implementation of the 2030 Agenda with the Sustainable Development Goals at its heart is the most important shared agenda that the humanity has ever adopted. But, as the UN Secretary General has affirmed in his 2019 Report to the HLPF, the global response to the 2030 Agenda has not been ambitious enough. Four years after its approval in 2015, the challenges are even greater: growing inequalities, mistrust in policy systems, violence against vulnerable groups, military conflicts and climate emergency. In the face of such urgency, culture should be at the heart of the response. The report encourages the role of cities and local governments, as well as grassroots organisations and communities, in the implementation, monitoring and evaluation of the 2030 Agenda. All parties involved in the implementation of the 2030 Agenda and the SDGs need to consider culture as an invaluable driver and enabler to help communities thrive and be sustainable.

UCLG et al. (2020) http://agenda21culture.net/sites/default/files/culture2030goal_high.pdf

(Last accessed 24 April 2020)

Wellness Travel Trends to Watch in 2019

The global wellness industry is now worth \$4.2 trillion with wellness tourism experiencing a 6.5% annual growth; more than double the growth rate for overall tourism. Forecasting the next big trends in wellness travel for 2019, Health and Fitness Travel live up to their reputation as the wellness holiday specialists. From tough and transformative travel, to grief retreats and wellness mumcations, discover the hottest new trends that will influence the wellness travel world in 2019.

Drift Travel: <https://drifttravel.com/wellness-travel-trends-to-watch-in-2019/>

(Last accessed: 27 February 2020)

The Case for Responsible Travel: Trends & Statistics 2019

Challenging and exciting times lie ahead for travel and tourism. The United Nations World Tourism Organization (UNWTO) estimates that international tourist arrivals worldwide increased 6% in 2018, hitting 1.4 billion. Thanks to strong growth in arrivals since 2010, this milestone was reached two years ahead of projection in the UNWTO's longterm forecast. While more moderate growth in

international tourist arrivals is expected in 2019, it is clear that travel is booming....The travel and tourism sector remains a critical player in positive triple bottom line impacts (people, planet, and profit), but it can also do a great deal of harm. When it comes to tourism's impact on the environment from climate change, overtourism, overdevelopment, and poor development, there is no more time to waste. We, as an industry, must come together and act now as we never have before to ensure we are part of the solution for our planet and its people. We are at a tipping point. Responsible, ethical, and sustainable travel can no longer be a niche or a luxury, but rather the rallying cry for the entire industry – from the smallest independent operators to the largest companies. Travel is a privilege that comes with great responsibility from the sides of the destination, the company, and the traveler.

Responsibletravel.org. (2019). [online] Available at:

https://www.responsibletravel.org/docs/CaseforResponsibleTravel_2019_Web.pdf

(Last accessed: 27 February 2020)

Evaluating the impacts of protected areas on human well-being across the developing world

Research conducted across 34 countries in the developing world and published in Science Advances concluded that households located within 10 km of a protected area with documented tourist visits had 17% higher wealth levels and 16% lower likelihood of poverty than similar households living far from protected areas, demonstrating how protected areas and nature-based tourism can positively affect human well-being in developing countries.

R. Naidoo, D. Gerkey, D. Hole, A. Pfaff, A. M. Ellis, C. D. Golden, D. Herrera, K. Johnson, M. Mulligan, T. H. Ricketts, and B. Fisher. (April 3, 2019.) IN: Science Advances. 5(4). pp. 1-4.

<https://advances.sciencemag.org/content/5/4/eaav3006>

(Last accessed: 27 February 2020)

Booking.com reveals key findings from its 2019 sustainable travel report

Research results also indicated that travelers would be more encouraged to travel sustainably if there were economic incentives offered, such as tax breaks, when choosing eco-friendly options (46%). This is closely followed by online booking sites offering a sustainable or eco-friendly filter option (45%)....When it comes to in-destination experiences, over half (52%) of global travelers say they now alter behaviors to be more sustainable while traveling, such as walking, riding a bike or hiking whenever possible. Plus, 68% would like the money they spend on travel to go back into the local community. Likewise, almost three quarters (72%) of global travelers are seeking authentic experiences that are representative of the local culture, while two in five (41%) request that travel companies offer tips on how to be more sustainable while traveling and 56% of respondents say that if there was an option to offset the carbon footprint on their vacation accommodation, they would do it.

<https://globalnews.booking.com/bookingcom-reveals-key-findings-from-its-2019-sustainable-travel-report/>

(Last accessed: 27 February 2020)

Cultural policies for sustainable development: four strategic paths

In the Sustainable Development Goals adopted by the United Nations in 2015, the role of culture is limited. We argue that culture's absence is rooted in the *longue durée* of interplay among theoretical and policy debates on culture in sustainable development and on cultural policy since the mid-twentieth century. In response to variations in concepts and frameworks used in advocacy, policy, and academia, we propose four roles cultural policy can play towards sustainable development: first, to safeguard and sustain cultural practices and rights; second, to 'green' the operations and impacts of cultural organizations and industries; third, to raise awareness and catalyse actions about sustainability and climate change; and fourth, to foster 'ecological citizenship'. The challenge for cultural policy is to help forge and guide actions along these co-existing and overlapping strategic paths towards sustainable development.

Authors: Nancy Duxbury, Anita Kangas and Christiaan De Beukelaer
International Journal of Cultural Policy, 2017 Vol. 23, no. 2, 214-230 published by Routledge
<http://dx.doi.org/10.1080/10286632.2017.1280789>

Analysing megatrends to better shape the future of tourism

The Organization for Economic Cooperation and Development's 2018 "megatrends" report states that "hotels...can directly influence sustainable food production through regional or organic food purchasing policies. For example, the initiative by the Scandic hotel chain to only purchase organic and fairly traded coffee affects 20 million cups of coffee served per year."

OECD Tourism Papers, 2018(2).

<https://www.oecd-ilibrary.org/docserver/d465eb68-en.pdf?expires=1582820202&id=id&accname=quest&checksum=D87266CCD64EB9DDA08B4095741E5C75>

(Last accessed: 27 February 2020)

Tourism Passion Communities

In order to create more than just economic value for the region and remain competitive, Europe needs to differentiate its image from a generic to a more differentiated one. Therefore, achieving a deeper understanding of the desires and preferences of travellers from both established and emerging markets will become essential. In-depth knowledge of visitors' psychographic characteristics (i.e. motivations, aspirations, behaviour, interests, preferences, passions, etc.) will deliver the necessary insights to provide an added value to the travel experience. To this end, ETC commissioned the present study to examine groups of travellers who share a common interest (i.e. tourism passion communities) regardless of their sociodemographic characteristics and to uncover the connection between European travel experiences and travellers' interests or hobbies.

Published by European Travel Commission (ETC) July 2019

<https://etc-corporate.org/reports/tourism-passion-communities/>

Local communities engagement through the procurement of local food supplies in the Philippines

UN Environment noted that in 2017, a Memorandum of Agreement was signed between the development corporation behind El Nido Resorts and local farmers in Palawan, Philippines,

guaranteeing that at least one ton of vegetables per week are supplied by local farmers. Procuring local food enabled an overall reduction in transportation costs and reduced GHG emissions for El Nido Resorts. The company also reduced overall food costs by 20% in 2016.

One Planet Network :

https://www.oneplanetnetwork.org/sites/default/files/local_communities_engagement_through_local_food_procurement_in_the_philippines_1.pdf

(Last accessed: 27 February 2020)

Travel 2019 Trends Report

TrekSoft survey results show that ecological tours that use proceeds to fund ecological projects, such as habitat restoration or reforestation, are chosen above alternatives without a cause. They also found that travellers are opting to purchase experiences over things.

TrekSoft. (2019). Interlaken, Switzerland: TrekSoft pp. 10

The Travel & Tourism Competitiveness Report 2019: Travel and Tourism at a Tipping Point

T&T is increasingly being prioritized by stakeholders around the world as measured by more favourable perceptions of government prioritization, increased industry funding and more effective marketing campaigns. On the other hand, results also show that future demand for transportation services, especially regarding aviation, might outpace improvements in infrastructure capacity. More work also needs to be done to make sure cultural and natural assets are preserved in the face of growing tourism visits. While more environmental treaty ratifications and improvements to global average perceptions of the sustainability of T&T are encouraging signs, the continued rise in deforestation, air pollution and species endangerments point to potential gaps between policy and enforcement.

Published by World Economic Forum's Platform for Shaping the Future of Mobility (2019)

http://www3.weforum.org/docs/WEF_TTCR_2019.pdf

(Last accessed 2 March 2020)

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.

Exploring Health Tourism

The ETC/UNWTO publication on Exploring Health Tourism aims to provide a better understanding of the growing segment of wellness and medical tourism. The study introduces the evolution of health-related tourism products and services from all around the world and provides insights into the current situation of the industry, as well as the future potential. It also includes a comprehensive taxonomy that serves as a common reference for tourism destinations operating in this field, as well as a practical toolkit to assist NTOs and DMOs with their planning and management of health-related tourism activities.

ETC/UNWTO (December 2018). Executive summary available at:

<https://www.e-unwto.org/doi/pdf/10.18111/9789284420308>

(accessed 16 March 2020)

Wellness Tourism and Medical Tourism: Where Do Spas Fit?

This study presents a new “model” for envisioning and understanding the medical tourism and wellness tourism sectors, emphasizing two elements: 1) the clear distinction between what is medical tourism versus what is wellness tourism (since these markets are sometimes confused); and 2) a continuum of product/service offerings that ranges from conventional or “generic” services/experiences (which may be available anywhere) to authentic or “location-specific” services/experiences (which spin out of a country’s special traditions and natural assets). All four “typologies” of medical tourism and wellness tourism offerings in this continuum are important and potentially lucrative markets. However, industry stakeholders should carefully consider the varying opportunities and tourist needs/interests across the four quadrants when developing and marketing a menu of offerings for medical tourists and/or wellness tourists.

RESEARCH REPORT: GLOBAL SPA SUMMIT 2011

<https://globalwellnessinstitute.org/wp-content/uploads/2018/06/Wellness-Tourism-and-Medical-Tourism-Report-Final.pdf>

(accessed 16 March 2020)



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 [World 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 [Young Chef Award](#), the [Local Food Gift Challenge](#), the [Top Visitor Experience](#), and the [Food Film Menu](#).

