Blending the taste – sharing good practices in promoting inclusion through gastronomy tourism
Local community

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Local Community and Satoyama initiatives

• According to Japan SATOYAMA SATOUMI Assessment:
  • Satoyama is a Japanese term for a mosaic of different ecosystem type secondary forests, farmlands, irrigation ponds, and grasslands along with human settlements which has been managed to produce bundles of ecosystem services for human well-being. (JSSA 2010)
• Vision: “Societies in harmony with nature”

• Satoyama and Satoumi are among these original researches in Japan, focusing on the rural mountainous and coastal landscapes.

Perspectives
• Perspective 1: Resource use within the carrying capacity and resilience of the environment
• Perspective 2: Cycle use of Natural resource
• Perspective 3: Recognition of the value and importance of local traditions and cultures
• Perspective 4: Multi-stakeholder Participation and collaboration
• Perspective 5: Contributions to local Socio-Economies
Local Community and GIAHS Initiative

• Remarkable Land Use Systems and landscapes which are rich in biological diversity evolving from the co-adaptation of a rural community/population with its environment and its needs and aspirations for sustainable development (FAO, 2002)

1. Mountain rice terrace agroecosystems
2. Multiple cropping/polyculture farming systems
3. Understory farming systems
4. Nomadic and semi-nomadic pastoral systems
5. Ancient irrigation, soil and water management systems
6. Complex multi-layered home gardens
7. Below sea level systems
8. Tribal agricultural heritage
9. High-value crop and spice farming
10. Hunting-gathering system
Noto peninsula and Shun-Ran no Sato

Gastronomy and:
• Destination Branding
• Community Identity
• Culture
Shun-ran Model of CBT

Community empowerment through gastronomy tourism
Enhancing Social Capital and trust building
Inclusion: farmers can participate and benefit
Tomiku Chaya, Herbal-Medicinal plants

Traditional Knowledge: 200 Edible specious
Community resource development : Biodiversity
Experience design: M-Plant Mapping and route
Training and Certification
Gastronomy and Community building in Ryuai

**Leadership**
- Leaders can’t be CREATED but need to be found
- Leaders should be accepted by community
- Leaders should be experiences and proof their influence
- Leaders need to know about the place and community they live with / they cant come from outside
- To work with leaders we need to gain their trust and interest

**Human resource**
- Specialist ( university teachers, community specialist )
- Model successful cases (shun-ran)
- Local government
- Transformation of knowledge and management of traditional knowledge

**Institution**
- Local community are not able to reach out
- Local community need to access market
- Need to communicate with other GIAHS
- Need organize events
- Facilities and information
- Sustainability of project

**Network**
- To start with revitalization we need a network for intensive event activity
  Network will bring market and experience
- It will help local community to reach out
- It helps to promote and send information about community resources
- Local organizations / universities and government were the first options
Case study: Usa area and Ryuai Village
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Concluding remarks

• Japanese gastronomy is a valuable asset and heritage to be conserved and promoted
• Local communities specially in rural and remote areas in Japan are rich in gastronomy and food culture
• Aging is the current situation of rural population and local communities in Japan causing sustainability issues
• While Rural Japan is rich in natural, social and economic resources its vulnerable in case of human resource due to demography
• Gastronomy tourism provides high potentials for community revitalization and destination development
Thank you

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