

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 costal landscapes.

## Perspectives

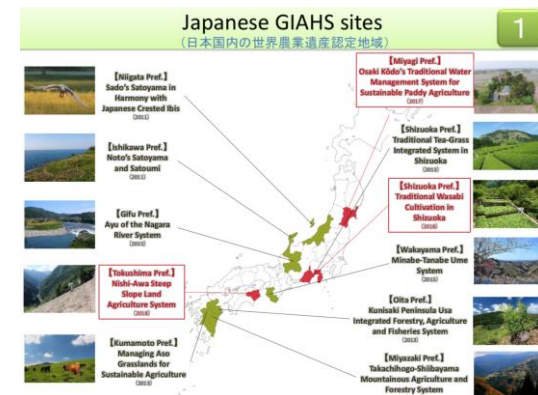
- **Perspective 1:** Resource use within the carrying capacity and resilience of the environment
- **Perspective 2:** Cycle use of Natural resource
- **Perspective 3:** Recognition of the value and importance of local traditions and cultures
- **Perspective 4:** Multi-stakeholder Participation and collaboration
- **Perspective5:** 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)

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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 species

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 out side
  - 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





# Case Study : Usa area & Ryuai Village



# 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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