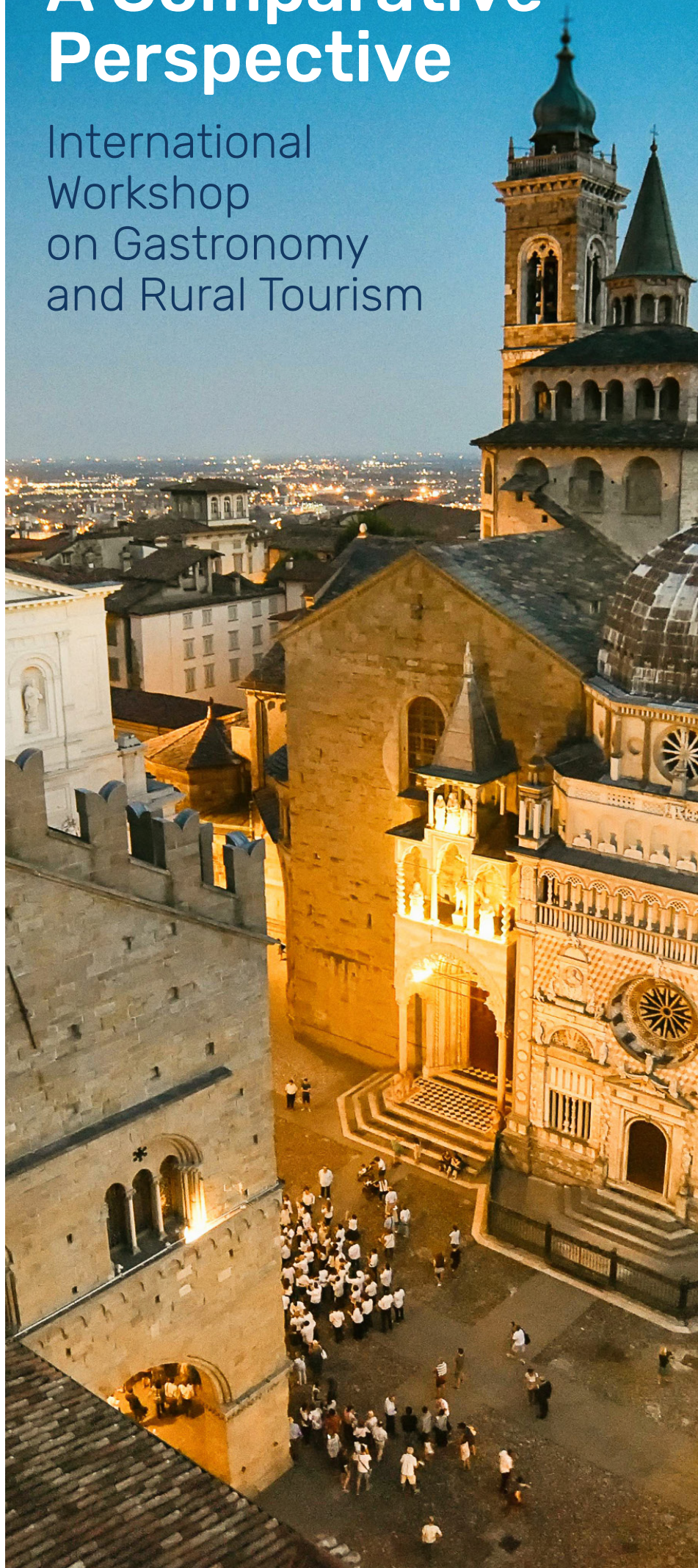


Rural Tourism as a Response to Overtourism: A Comparative Perspective

International Workshop on Gastronomy and Rural Tourism



12th July 2025

10:30-18:00

Auditorium, Italian Pavilion, Osaka



Organized by the **University of Bergamo** within the framework of **Expo Osaka 2025** at the **Italian Pavillon**, this workshop aims to foster international dialogue between Italy, Japan, and other countries by rethinking traditional tourism models in the era of overtourism. In light of the growing awareness of the environmental and cultural challenges posed by overcrowded destinations, the workshop invites participants to explore innovative and sustainable alternatives that leverage rural tourism as strategic tools to redirect visitor flows toward lesser-known areas.

The workshop pursues several key objectives. First, it will offer a comparative analysis of tourism flows in Italy and Japan, focusing on the dual phenomena of overtourism and the rising appeal of rural tourism—particularly food and wine tourism—as a means of territorial rebalancing. It will also assess regulatory frameworks by examining successful Italian initiatives alongside Japanese measures aimed at managing tourist overcrowding.

Furthermore, the event will underscore the potential of tourism in rural and remote areas as a catalyst for economic and cultural revitalization, showing how food heritage—and cultural heritage more broadly—can act as a compelling driver for redistributing tourism beyond the most visited sites. The workshop will also encourage the sharing of best practices through the presentation of exemplary case studies and pilot projects. In addition, it aims to promote academic exchange between Italian, Japanese, and international universities.

The workshop is designed to bring together researchers in the field of gastronomic tourism from universities and research centres, as well as industry practitioners.

The first session will examine tourism data and dynamics, focusing on emblematic case studies while discussing access control strategies, visitor education, and digital innovation tools, including real-time monitoring and big data analytics. The second session, will explore systemic actions to revitalize rural tourism, highlighting models such as Italian agritourism, experiential tourism, and edutainment. It will also showcase best practices and successful initiatives from Japan and other countries. This session will emphasize how food and wine tourism can act as a transformative force by attracting travellers to rural regions, fostering community engagement, and ensuring a more sustainable and equitable distribution of tourism benefits.

Scientific Coordinator:
] **Roberta Garibaldi**

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International Workshop on Gastronomy and Rural Tourism

<p>Scientific coordinator: » Roberta Garibaldi, University of Bergamo</p> <p>Moderator: » Cristian Pallone, University of Bergamo</p>	
<p>10:30-10:45 OPENING REMARKS</p> <p>» Flamina Nicora, University of Bergamo</p> <p>» Elisabetta Bani, University of Bergamo</p> <p>» Italian Pavilion Representative</p>	<p>14:30-15:15 PANEL RURAL TOURISM AS A STRATEGIC RESPONSE TO OVERTOURISM-MODELS FOR SUSTAINABLE TERRITORIAL REBALANCING</p> <p><i>Reconfiguring Terroir and Well-being: A Culinary Dispersion Strategy from Overtouristed Kyoto to Shiga</i></p> <p>» Ishida Masayoshi, Ritsumeikan University</p> <p><i>Multifunctional Agriculture and Sustainable Tourism. The model of Italian Agritourism</i></p> <p>» Dominga Cotarella, Terranostra-Coldiretti</p> <p>» Francesco Fratto, Terranostra-Coldiretti</p> <p><i>Creative and Accessible Tourism for Rural Development</i></p> <p>» Federica Burini, University of Bergamo</p>
<p>10:45-11:05 SCENARIO ANALYSES</p> <p><i>Introduction</i></p> <p>» Roberta Garibaldi, University of Bergamo</p> <p><i>Tourism Dynamics and Development Patterns</i></p> <p>» Giovambattista Palumbo, Eurispes</p>	<p>15:15-16:15 PANEL CASE HISTORIES-RURAL TOURISM IN ITALY</p> <p><i>Strengthening Rural Areas through Wine Tourism: The Case of the Associazione Nazionale Città del Vino</i></p> <p>» Angelo Radica, Associazione Nazionale Città del Vino</p> <p><i>A Cultural and Territorial Model Connecting Cheese, Tourism, and Local Development</i></p> <p>» Alberto Gottardi, La Tavola di Mecenate ETS</p> <p>» Roberto Amaddeo, Provincia di Bergamo</p> <p><i>Home Restaurant: A Strategy for Territorial Valorisation</i></p> <p>» Luca Cesari, University of Cagliari</p> <p><i>Cheese Tourism in Alpine Rural Areas: Preliminary Insights from the CROCUS project</i></p> <p>» Dauro Mattia Zocchi & Valeria Benedetto Canizzaro, University of Bergamo</p>
<p>11:05-12:35 PANEL APPROACHES TO OVERTOURISM</p> <p><i>Governance Strategies of Overtourism: Learning Lessons from Venice and Kyoto to Mitigate Tourism Gentrification</i></p> <p>» Thusitha Dilshan & Nakabasami Chieko, Toyo University</p> <p><i>Visitors' Management Strategies: A Different Perspective on the So-Called "Visitors' Entry Fee"</i></p> <p>» Federica Montaguti, Ciset-Centro Internazionale di Studi sull'Economia Turistica</p> <p><i>Tourism Governance in Tuscany: The Strategic Approach of Toscana Promozione</i></p> <p>» Francesco Tapinassi, Toscana Promozione Turistica</p> <p><i>Tourism, Overtourism, E-tourism: How Technology Empowers Smart and Sustainable Destinations</i></p> <p>» Damiano De Marchi, Ca' Foscari University of Venice</p> <p><i>Puglia 365: Beyond Seasonality</i></p> <p>» Luca Scandale, Puglia Promozione</p> <p><i>Best Friend for Hosts and Guests: Responsible Tourism</i></p> <p>» Daniela Campora, AITR-Italian Association for Responsible Tourism</p> <p><i>Displaced Houses: The Effects of Overtourism on Kyoto's Machiya</i></p> <p>» Chiara Rita Napolitano, Kyoto University</p>	<p>16:15-17:15 PANEL CASE HISTORIES-RURAL TOURISM IN JAPAN</p> <p><i>Regenerative Tourism and the Future of Rural Communities: Reimagining Relationships through Food</i></p> <p>» Watanabe Megumi, Slow Food Japan</p> <p><i>INOW Kamikatsu: A Case Study in Zero Waste and Educational Tourism</i></p> <p>» Kana Watando, INOW Kamikatsu</p> <p><i>Ishinoko Kitchen</i></p> <p>» Graham Davies, Ishinoko Kitchen</p> <p><i>Historical Roads as Cultural Resources in Japan: The Potential of Community-Based Initiatives</i></p> <p>» Daniel Dante Saucedo Segami, Ritsumeikan University</p>
<p>12:35-13.00 OPEN DISCUSSION WITH THE PARTICIPANTS</p>	<p>17:15-17:45 OPEN DISCUSSION WITH THE PARTICIPANTS</p>
<p>13:00-14:00 LUNCH BREAK</p>	<p>17:45-18:00 CLOSING REMARKS</p> <p>» Roberta Garibaldi, University of Bergamo</p>
<p>14:00-14:30 SCENARIO GASTRONOMY TOURISM</p> <p><i>Rural and Gastronomy Tourism: Models and Impacts</i></p> <p>» Roberta Garibaldi, University of Bergamo</p> <p><i>Re-Eating Countrysides</i></p> <p>» Paolo Vizzari, Journalist and Gastronomic Critic</p>	



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