

2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO



basque
culinary
center

3rd UNWTO World Forum on Gastronomy Tourism

Donostia-San Sebastián, Spain, 8 - 9 May 2017

7 May

9:00-11:00 **Gastronomy Tourism Capital Workshop** (Sidrería Bereziartua)

This workshop will provide a holistic overview of Gastronomy Tourism Capital initiatives and the opportunity presented for bidding cities to generate considerable sustainable economic growth, competitive advantage, cultural identity and creative experiences through innovative product development.

- **Rafal Ansón, President**, Real Academia de Gastronomía
- **Roi Correa Macía, CEO**, Grupo Menus and President of Ibero-American Fair of Gastronomy (FIBEGA)

11:00-13:00 Meeting of the UNWTO Gastronomy Network (Sidrería Bereziartua)

13:00-13:30 Presentation of the project Artzai-Gazta, International Cheese Festival

20:00 Opening Dinner offered by the Basque Culinary Center and the Government of Argentina (Palacio de Miramar)

8 May

Master of ceremonies: **Adela Balderas**, Professor, Researcher and Senior Consultant, Basque Culinary Center

9:00-9:30 **Opening ceremony**

- **Eneko Goia**, Mayor of Donostia-San Sebastián
- **Denis Itxaso**, Deputy for Culture, Tourism, Youth and Sports, Diputación Foral de Gipuzkoa
- **Alfredo Retortillo**, Counselor for Tourism, Trade and Consumption, Basque Government
- **Joxe Mari Aizega**, Director, Basque Culinary Center
- **Taleb Rifai**, UNWTO Secretary-General

9:30-10:00 Presentation of the International Year of Sustainable Tourism for Development and the 2nd UNWTO Global Report on Gastronomy Tourism

Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

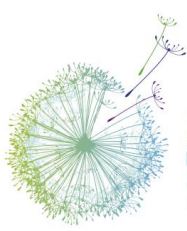
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Session 1: Gastronomy Tourism: an instrument for sustainable development

10:00-10:30 Keynote Speech: **Stephan Gössling**, Professor, Linnaeus University, School of Business and Economics and Lund University's Department of Service Management (Sweden)

10:30-12:00 Roundtable debate

Participants:

- **Luke Bujarski**, Director, Skift Research (USA)
- **Francisco Madrid Flores**, Director of the Tourism and Gastronomy Faculty, Universidad de Anahuac (Mexico)
- **Dave Randle**, President and CEO, WHALE Center and Professor of Sustainable Tourism Program at University of South Florida (USA)

Moderator: Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

12:00-12:30 Coffee Break

Session 2: Gastronomy tourism in harmony with nature: regional experiences

12:30-13:00 Keynote Speech: **Anne-Mette Hjalager**, Professor, University of Southern Denmark (Denmark)

13:00-14:00 Roundtable debate

Participants:

- **Octavi Bono**, Director General, Tourism of the Catalan Government (Spain)
- **Roberta Garibaldi**, Professor, University of Bergamo (Italy)
- **Eric Pateman**, President and Founder, Edible Canada Culinary Experiences Corp (Canada)
- **Pedro Vargas**, Spain through its wineries (Spain)

Moderator: Amaia López de Heredia, Coordinator, Gastronomy Tourism Master, BCC

14:00-15:30 Lunch (Basque Culinary Center)

Session 3: Cultural and social dimensions of gastronomy tourism

15:30-16:00 Keynote Speech: **Michael Atwood Mason**, Director, Smithsonian Center for Folklife and Cultural Heritage (USA)

16:00-17:30 Roundtable debate

Participants:

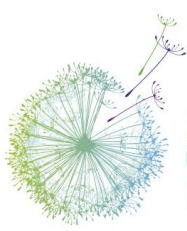
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- **Andoni Luis Adúriz**, Chef, Restaurant Mugaritz (Spain)
- **Tony Carne**, General Manager, Urban Adventures (Australia)
- **Rafael Chamorro**, Deputy Head of International Tourism Marketing and Branding Tourism Board - Turespaña (Spain)
- **Janie Neumann**, Industry Development Manager for Food and Drink, VisitScotland (United Kingdom)

Moderator: Eugenio Yunis, Advisor, FEDETUR (Chile)

Part 1: UNWTO Gastronomy Network: successful examples

This section will consist of presentations showing examples of successful initiatives in gastronomy tourism, providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable practices in gastronomy tourism.

17:30-17:45 Keynote Speaker: **H.E. Mr. Ben Weyts**, Flemish Minister for Mobility, Public Works, the Vlaamse Rand, Tourism and Animal Welfare, Government of Flanders

17:45-18:30 Presentations

Participants:

- **Vita Datau**, President of Academy Gastronomy of Indonesia and Chair in Acceleration Team for Culinary & Shopping Tourism, Ministry of Tourism Republic of Indonesia (Indonesia)
- **Fatuma Hirsi Mohamed**, Kenya Ministry of Tourism (Kenya)
- **Mamoru Kobori**, Executive Vice President, Japan National Tourism Organization (Japan)
- **Hector Tapia**, Asociación de Chef del Ecuador- Europa (Ecuador)
- **Eugenio Yunis**, FEDETUR and **Franklin Carpenter**, INACAP (Chile)

20:00 Gala Dinner hosted by Thailand, official host of the 2018 edition of the UNWTO World Conference on Gastronomy Tourism (Mirador de Ulía)

9 May

Workshop: Practical case studies - Creation of sustainable gastronomy tourism products. Euskadi gastronomica

The workshops will take place in different locations throughout the Basque Country where the experiences have been developed.

Workshop 1 – Donostia-San Sebastián

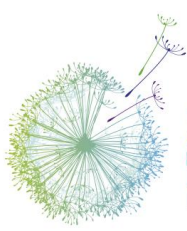
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Discover San Sebastián, a world reference point for Gastronomy Tourism. The city welcomes visitors with open arms, along with international provisions and protection, making it a very complete tourist offer. It combines avant-garde cuisine and innovation with its tradition: going to the market to buy local products, going for pintxos (traditional snacks that are specialties of the Basque region) with friends and coming together to eat at Gastronomical Societies, are customs that have been very well preserved and maintained by the locals of San Sebastián.

Workshop 2 – The Goierri region. Enhancing a territory by highlighting its local products and gastronomic culture

Goierri represents Food Tourism as seen from the perspective of the origins of the ingredients that are the backbone of gastronomy: traditional local markets, Idiazábal cheese, blood sausages, small producers, shepherds... This route highlights the quality of the elaboration of local products that enriches the culture and gives identity to the territory, in order to create a sustainable production chain that promotes the economic, social and environmental development of the area.

Workshop 3 – Kosta Gastronomika: Landscapes and dreamy flavors

Kosta Gastronomika is an initiative that recovers the gastronomic roots of Urola Kosta and puts value in its wealth and attractions, adopting products and culinary symbols of quality and renowned prestige as ambassadors. The ambassador of the region is the grill and each municipality has its own ambassador. Throughout this day we will show the environment in which these gastronomic ambassadors are located and we will discover all their secrets through the hand of experts from the history of the Flysch octopus, artisan producers of cheese, txakoli winemakers and sea bream barbecues with a very particular style.

Workshop 4 – Rioja Alavesa: Wine tourism as a driving force for rural spaces

Every corner of this land speaks of wine. During the visit to La Rioja Alavesa, we will witness first-hand the integration of different actors in the development of this product. It will also be interesting to discover how the wine culture acts as a galvanizing force for rural areas: promoting a settled population, creating wealth and employment, and fostering the sustainable use of the environment. To fully cap off the experience, we will enjoy the pairing of wine and gastronomy on site.

Workshop 5 – Hondarribia (Fuenterrabia): Sustainable coexistence across borders

This itinerary goes by the fishing harbor of Pasajes, with a visit to the market where the operation of the fishing industry deepens, an important engine of the economy of the area, with great movement of social and labor roots in the fishing village. Then we will have the opportunity to visit Hondarribia, a city that has three “souls” – the walled city, with its medieval layout, the fishing district with its typical and colorful houses, and the rural surroundings with the hamlets scattered on Mount Jaizkibel. A welcoming and lively city that has been able to maintain its charisma over time, knowing how to manage the important influx of cross-border tourism. After a reception by representatives of the regions of Oarsoaldea and Bidasoa (Hondarribia-Irun), taking place in the medieval historical center of the town, we will taste a sample of the great gastronomic offer of Irun and Hondarribia on board of a catamaran that will show us a unique landscape from the Txingudi Bay, giving us the cross-border view from the sea. With this Show Cooking, we will put the finishing touch on a visit that will not leave anyone indifferent.

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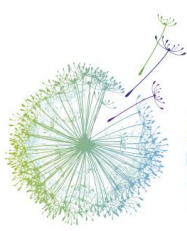
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Workshop 6 - TXOTX. Tradition, socializing, rediscovering cider and transmitting heritage

“Txotx!” This is the cider-maker’s call throughout the cider season, inviting hundreds of thousands of people to gather around the cider barrel to share experiences, reinforcing and creating tradition, and exalting the products yielded by the land. We will get to know first-hand how traditional family farms have been able to adapt to the demands of the market and how they have been able to create different tourism products.

14:00-15:30 **World Café: Case studies and discussion**

Part 2: UNWTO Gastronomy Network: successful examples

This section will consist of presentations showing examples of successful initiatives in gastronomy tourism, providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable practices in gastronomy tourism.

15:30-15:45 Keynote Speaker: **Rafael Ansón**, President, Royal Academy of Gastronomy (Spain)

15:45 -16:30 Presentations

Participants:

- **Edmund Bartlett**, Minister, Jamaica Ministry of Tourism and Entertainment (Jamaica)
- **Helena Egan**, Global Director of Industry Relations, Tripadvisor (USA)
- **Fernando Olivera**, Observatorio Turístico del estado de Guanajuato (Mexico)
- **Gustavo Santos**, Minister, Ministry of Tourism of Argentina (Argentina)
- **Jose Antonio Vidal**, Founder & President, Spanish Wine Tourism Association (Asociación Española de Enoturismo, AEE), (Spain)

Session 4: The Gastronomy Tourism Value Chain: Governance and profitability

16:30 -17:00 Keynote Speaker: **Dave Randle**, President and CEO, WHALE Center and Professor of Sustainable Tourism Program at University of South Florida (USA)

17:00-18:00 Roundtable debate

Participants:

- **Isolina Boto**, Manager, Project Leader on Agribusiness Development, CTA, (Belgium)
- **Michelangelo Cestari**, Executive Director, Grupo Gustu SA & Melting Pot-Bolivia SC Foundation (Bolivia)
- **Fernando Gallardo**, Journalist, El Pais (Spain)

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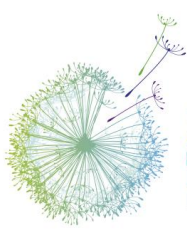
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• **Damià Serrano Miracle**, Professor, Gastronomy Tourism Master, BCC (Spain)

Moderator: Rebecca Mackenzie, President and CEO, Culinary Tourism Alliance (Canada)

18:00 -18:25

Conclusions

Iñaki Gaztelumendi, Food Tourism Consultant (Spain)

18:25 -18:30

Closing

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