



4th UNWTO World Forum on Gastronomy Tourism

Harnessing the power of technology and new value propositions as drivers for a positive global impact

Bangkok, Thailand, 30 May – 1 June 2018

30 May (*InterContinental Bangkok*)

07:30 Registration

08:30 – 08:35 Welcome by MC

Master of ceremony Mr. Akanit Wichenchaoen (Ed)

08:35 – 09:00 Opening Ceremony

- H.E. Mr. Weerasak Kowsurat, Minister of Tourism and Sports, Thailand
- H.E. Mr. Zurab Pololikashvili, Secretary General, UNWTO
- Mr. Joxe Mari Aizega, Director, Basque Culinary Center

09:00 – 10:15 High level Round Table

This discussion will focus on raising awareness both nationally and regionally as to the significance and role of gastronomy tourism as a key towards the development of sustainable tourism in the region. Speakers will discuss the current situation in their regions and contemplate the global outlook for gastronomy tourism as well how the public and private sector can successfully collaborate and establish partnerships in this regard. Furthermore, the Sustainable Development Goals of the United Nations' 2030 Agenda will be examined in relation to gastronomy tourism and how a country can relate their gastronomy tourism strategy to the SDGs.

Moderated by **Ms. Anita Mendiratta**, Founder and President of CACHET Consulting, Lead consultant of CNN International's T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)

- Mr. Chattan Kunjara Na Ayudhya, Deputy Governor for Policy and Planning, Tourism Authority of Thailand
- Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office
- Hon. Mr. Edmund Bartlett, Minister of Tourism, Jamaica
- Mr. Shogo Arai, Governor of Nara Prefecture, Japan
- Mr. Denis Itxaso, Deputy for Culture, Tourism, Youth and Sports, Diputación Foral de Gipuzkoa, Basque Country (autonomous community of Spain)
- Dr. Mario Hardy, CEO, PATA
- Ms. Vita Datau, Chair of the Acceleration on Gastronomy Tourism Development, the Ministry of Tourism

10:15 – 10:25 Coffee break

10:25 – 10:55 Keynote: Meeting the needs of the gastronomy tourists using big data and analytics

- Mr. Markus Clermont, Software Engineer, Google, Switzerland

10:55 – 12:15 Session 1: Gastronomy tourism stakeholders in the digital age

This session will focus on advanced experiences in the use of technology by parts of the gastronomy tourism value chain, such as chefs, restaurants, producers, owners and guides. It will also look into the future of technology and gastronomy tourism; discussing where technology is headed, on which segments it can be applied, what is its importance and more.

Moderated by **Ms. Sandra Carvao**, Marketing Intelligence and Competitiveness, UNWTO

- **Mr. Deepak Ohri**, Chief Executive Officer, Lebuva Hotels & Resorts
- **Mr. Doug Duda**, International Association of Culinary Professionals, USA
- **Ms. Wida Winarno**, Director, Embrio Biotekindo, Indonesia
- **Ms. Amaia López de Heredia**, Associate Professor, Basque Culinary Center, Spain

12:15 – 13:30 Lunch break

13:30 – 15:00 Session 2: Gastronomy tourism and technology: product design, marketing and customer relations

This session will focus on topics such as marketing, how the tourist is informed, how, why and when booking and purchases are done, the experience and the reviews that follow, as well as the digital reputation of a place.

Moderated by **Mr. Damiá Serrano**, Associate Professor, Basque Culinary Center, Spain

- **Mr. Kimi Liu**, Director from Ctrip Gastronomy Department, China
- **Ms. Sarah Mathews**, Head of Destination Marketing – APAC, TripAdvisor, China
- **Mr. Stephen Joyce**, CEO, Rezgo, Canada
- **Mr. David Fiedler**, Director of Experience Design, ICF Olson, Canada

15:00 – 15:30 Presentation by CNN: Destination Promotion through Gastronomy

- **Ms. Sunita Rajan**, Senior Vice President, CNN International Commercial Asia

15:30 - 15:40 Coffee break

15:40 – 16:10 Presentation of the UNWTO AM Report on Gastronomy Tourism: The case of Japan

Introduction by **Mr. Xu Jing**, Regional Director for Asia and the Pacific, UNWTO

- **Mr. Shinichi Nakamura**, Executive Director, Japan Travel and Tourism Association (JTTA)
- **Mr. Seiichiro Kubo**, President, Gurunavi Inc.

16:10 - 17:30 UNWTO member's panel: experiences and best practices

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.

- **H.E. Mr. Ben Weyts**, Flemish Minister for Mobility, Public Works, the Vlaamse Rand, Tourism and Animal Welfare, Government of Flanders
- **Mr. Antonio Montecinos**, Pan-American Confederation of Hospitality and Tourism Schools (CONPEHT), Mexico
- **Mr. Francisco Madrid**, Anáhuac University, Mexico, Teaching Gastrodiplomacy, Mexico
- **Dr. Temesgen Assefa**, JTB Tourism Research and Consulting Co., Japan
- **Ms. Mun Yee**, Griffith University, Australia
- **Ms. Jutamas Wisansing**, Perfect Link Consulting Group, Thailand

17:30 - 18:00 Session 3: Experiencing a differentiated value proposition through gastronomy tourism: the role of the community and local start-ups

Introduction by MC

Workshop video presentations: 5 min

19:30 – 22:00 Opening Gala Dinner - only for international participants

- H.E. Mr. Zurab Pololikashvili, Secretary General, UNWTO
- Mr. Pongpanu Svetarundra, Permanent Secretary, Ministry of Tourism and Sports, Thailand

Presentation: A Taste of Thailand

31 May (*InterContinental Bangkok and various locations in Bangkok*)

07:30 Depart from official hotel

08:00 - 13:00 Workshops led by start-ups (with lunch) – only for international participants

Attendants will be divided in four groups for a hands-on experience in four different locations in Bangkok

- **Bangkok Food Tours Workshop: From Zero to Food Heroes - how Bangkok Food Tours uses technology and service design to reinterpret local food and revitalize the old town**

In this workshop, led by Bangkok Food Tours (BFT), participants will learn and experience the first ever behind-the-scenes tour on how the startup deploys technology and service design process to acquire customers and scale up its business, whilst helping the local community. The workshop will begin with an introduction of BFT, followed by a discussion on the technology and service design that BFT uses to innovate its travel programme. Participants will be given the Historic Bangrak Food and Cultural Walking Tour, awarded Thailand's best cultural tour programme. The hands-on tour will illustrate how technology and BFT's handcrafted tour design enable them to enhance the travel experience. The tour will feature local dishes, such as sweetened banana with coconut milk, taco-like ancient dessert filled with coconut cream, Chinese chive dumplings, beef soup and traditional Thai coffee or tea.

- **HiveSters Workshop: Nang Loeng, the culture amazing race program**

This workshop, led by HiveSters, will take participants to Nang Loeng. The route to Nang Loeng will explore how technology and sustainable tourism has helped bring back the disappearing community and culture of Nang Loeng. Participants will get to enjoy the century-old market and taste traditional food.

- **LocalAlike Workshop: Real Taste of Thai Snack**

Trokhao Mao is an old community with a long history since the Thonburi era, the period of a new Siamese kingdom after the fall of Ayutthaya. The name 'Khao Mao' refers to roasted pounded unripe rice, a popular Thai snack in the Ayutthaya era. The snack recipe has been passed down from generation to generation within the community. Today, the community is not renowned for Khao Mao but also other Thai snack recipes using Khao Mao as the main ingredient. This is indeed a perfect destination to experience the real taste of Thai snack

- **Trawell Workshop: Food x Technology CITY PASS**

This workshop, led by Trawell, will explore Trawell's core product: CITY PASS. CITY PASS is a self-guided tour application that aims to bring travelers from main attractions into those of SMEs and local communities in order to support local communities and local entrepreneurs in overcoming the challenges of displacement and gentrification. Participants will experience CITY PASS in action and be taken to hidden restaurants and shops in and around the old town that are all facing displacement by both the private and public sector. Participants will be divided into three groups, each exploring a separate area: Ghost door, Sam Phrang and Banglamphu.

13:00 - 14:00 World Café (InterContinental Bangkok)

Sharing lessons learned and conclusions from the workshops

14:00 – 15:30 Session 4: The authenticity of the value proposition and shared value creation in gastronomy tourism: collaboration as a source of innovation

This session will look at cultural diversity as an element of value for tourists when choosing a destination. It will discuss how authenticity has become the new luxury and tourists are increasingly interested in giving back to the local community at the tourism destination. What are the impacts of altruism as an element of value on tourism? How do tourism stakeholders value and generate tourism products and experiences that are based upon the cultural diversity of a destination? Furthermore, this session will look at how destinations are intercultural territories and how giving back to the local communities can be a unique selling point that adds value and generates local economic development.

Moderated by **Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO**

- **Ms. Sangeeta Singh, Head of National Association of Street Vendors of India – NASVI, India**
- **Mr. Sarote Phornprapha, President of Dusit Thani College and the Director of Operation Thailand – Dusit Education**
- **Mr. Sriram Vaidhya, Head of Airbnb Experiences for Southeast Asia and India**

15:30 – 16:00 Keynote: Gastronomy Tourism: Linking sustainability, differentiation and community

- **Dr. Ian Yeoman, Associate Professor, School of Management, University of Wellington, New Zealand**

16:00 – 16:10 Coffee break

16:10 – 17:30 Session 5: The economic and social impact of gastronomy tourism: the effect in the whole value chain and the Sustainable Development Goals

This session will discuss the challenges that the gastronomy value chain has to tackle in order to preserve identity and authenticity in the face of globalization and digital transformation.

Moderated by **Mr. Iñaki Gaztelumendi, Associate Professor, Basque Culinary Center, Spain**

- **Ms. Laura Fandos, Director of Strategy, GlobalDit, Spain**
- **Ms. Jia Choi, President, O'ngo Food Communications, Republic of Korea**
- **Ms. Barkathunnisha Abu Bakar Maricair, Murdoch University, Singapore Office**
- **Ms. Gaelle Van Hieu, Vice President, Michelin Experiences for East Asia and Australia**

17:30 - 18:00 UNWTO member's panel: experiences and best practices

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.

- **Mr. Dieuveil Malonga, Chef and Owner of Group Dieuveil Malonga, Germany**
- **Ms. Jacinta Dalton, Galway International Hotel School, GMIT & Failte Ireland Food Champion, Ireland**
- **Ms. Nicola Madden-Greig, Chairperson, Jamaican Gastronomy Network**
- **Ms. Wantanee Suntikul, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University**
- **Mrs. Fatuma Hirsi Mohamed, Principal Secretary, Ministry of Tourism & Wildlife, Kenya**
- **Chef Chumpol Jangprai, Thailand**
- **Dr. Saurabh Kumar Dixit, Associate Professor, Department of Tourism & Hotel Management, North - Eastern Hill University, Shillong, India**
- **Mr. Roi Correa, CEO, Grupo Menus**

19:30 Dinner – Basque Cuisine (Nai Lert Park Heritage Home) – only for international participants

The dinner is organized by the Basque Culinary Center with the support of Basque institutions and will be made by renowned chefs R ben Trincado (Mirador de Ulia, 1 Michelin star), Alvaro Garrido (Restaurante Mina, 1 Michelin star) and Angel Fernandez de Retana (Basque Culinary Center).

1 June (InterContinental Bangkok and various locations in Bangkok)

07:30 Depart from official hotels

08:30 – 13:30 Session 6 Workshops (with lunch) - only for international participants

- **Bangkok Food Tour: Foodie in Love: Talad Phlu Market & Offbeat Culinary Journey**

Talad Phlu is located in Thonburi District, on the west bank of the Chao Phraya river across Bangkok. Nicknamed Chinatown of Thonburi, Talad Phlu is a wet market with a long history and is popular among locals as a foodie's heaven. The rustic atmosphere of the market takes you back in time, as if you weren't in Bangkok but were somewhere upcountry. Sharing the space with produce and household item stalls are generation-old eateries and street food vendors. An unimaginable variety of food is available mostly in the morning, but every day for you to try.

- **HiveSters Workshop: TALAD NOI NEIGHBOURHOOD Hidden Foodie Treasure Hunt**

For this workshop, participants will be taken to Talad Noi. The route to Talad Noi will explore the hidden community of Thailand's Chinatown with HiveSters' signature "Hidden Foodie Treasure Hunt". Participants will learn how tourism has helped preserve the culture and community, as well as experience the unique culture of the Thai-Chinese community and gastronomy.

- **Local Alike: A Day as a Cultural Explorer**

Explore Kudeejeen Community, an old riverfront community in Thonburi district. Kudeejeen is known as a community of 3 religions and 4 beliefs. It is over 200 years old but its heritage and culture from their ancestors were preserved very well, especially its food culture. They still make Portuguese food which is rare to find nowadays, snacks from the royal kitchen of King Rama V and the famous Kudeejeen bakery which is the combination of Thai-Chinese-Portuguese recipe. Learn more about the history of the community through its live museum.

- **Trawell Workshop: Klong Bang Luang Community**

Through this workshop, you will be able to witness the evolution of food production through "Ka-Nom-Gui-Chai" (Steamed garlic chive dumpling) workshop and meet with the local experts who have been commercializing Ka-Nom-Gui-Chai for more than 30 years, from a small production to 20,000 units per day nowadays. Moreover they have planned to expand with a new factory which will meet the ISO standard within next year. The programme of this workshop will include making "Ka-Nom-Gui-Chai", the long-tail boat trip to the local artist house (Baan Silapin) which located at the Klong Bang Luang (Bang Luang canal), experience traditional handcrafted puppet shows, trying Chong-Kra-Ben (Thai traditional trouser) and enjoying Thai local food for lunch in the raft.

13:30 - 14:30 World Caf  (InterContinental Bangkok)

Sharing lessons learned and conclusions from the workshops

14:30 – 15:00 Conclusions and closing

- **Ms. Sandra Carvao, Marketing Intelligence and Competitiveness, UNWTO**
- **Mr. Joxe Mari Aizega, Director, Basque Culinary Centers**
- **Mr. Yuthasak Supasorn, Governor, Tourism Authority of Thailand**

15:00 – 17:00 UNWTO Gastronomy Network Meeting (includes Working Group on Technology and Tourism)

18:30 Dinner – Local outdoor market (Yaowarat – China Town) - only for international participants