



5th UNWTO World Forum on Gastronomy Tourism

Donostia-San Sebastián, Spain, 2-3 May 2019

Gastronomy Tourism: Creating Jobs and Promoting Entrepreneurship

Draft Programme

In collaboration with:



Background and objectives:

- Tourism is a major source of employment due to its labour intensive nature and the significant multiplier effect on employment in related sectors.
- Tourism's capacity to create jobs is specifically recognized in the Sustainable Development Goals (SDGS) - Goal 8, target 8.9 states "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products."
- Maximizing the potential of gastronomy tourism to create more and better jobs implies identifying adequate skills, defining education and training gaps, providing supporting policies and financing, improving the image and quality of jobs and building strong cooperation among stakeholders throughout the value chain.
- The 5th UNWTO Forum on Gastronomy Tourism will focus on future skills for gastronomy tourism, favourable frameworks to stimulate entrepreneurship and connect ecosystems linking start-ups along the gastronomy tourism value chain and better integrate disadvantaged groups into the labour market in order to raise the quality of the working environment while tackle some of the main challenges within the sector such as gender gap, people with disability, youth unemployment and seasonality problem.
- Moreover, rapid technological progress has also created fear around massive unemployment in tourism caused by automation. This trend has also led to increase in labour market polarization with a decline in middle-skilled workers and an increase in the demand for high-skilled and low-skilled workers. Although the overall long-term impact of technological transformation is expected to be positive, the transition period could be disruptive. Hence, governments have an important role to assist for smooth transition into the digital age.
- Digitalization also opens up new opportunities in gastronomy tourism. In this regard, the Forum will give opportunity to the finalists of 1st UNWTO / BCC Gastronomy Tourism Start-up Competition to pitch their ideas, providing them visibility and networking opportunities, as well as opening up financing and business development possibilities.

Wednesday, 1 May 2019

20:00 – 22:00 **Welcome Dinner**
Hosted by Basque Culinary center (BCC) (invitation only)

Thursday, 2 May 2019

09:00 – 11:00 **Registration**

10:00 – 10.45 **Opening Ceremony**

10:45 – 11:00 **Setting the Scene**

11:00 - 12:00 **High Level Panel on Public Policies and Gastronomy Tourism**

This discussion will focus on the necessary policy framework for the development of gastronomy tourism and its capacity to create jobs and promote entrepreneurship.

Ministers from countries that have included gastronomy tourism within their national tourism strategies will discuss how to enhance policy for the promotion of gastronomy tourism, how to improve labor market regulation, how information on existing and future skill needs can shape employment policy in gastronomy tourism, how to ensure that policy remains valid in a constantly changing environment and how can policies be designed to ensure job quality and inclusiveness.

12:00 - 12:30 **Coffee Break**

12:30 – 13:00 **Keynote Session: Skills to Cook the Future**

13:00 – 14:00 **Session 1: Perfecting the recipe –
future skills and training in gastronomy tourism**

This session will focus on how to boost workforce in gastronomy tourism by identifying what skills are needed for the future, how to ensure continuous improvement of current skills by the key players in gastronomy tourism and how to nurture them with appropriate training to enhance the workforce quality in gastronomy tourism. It will also explore the role of destination management organizations in identifying the necessary set of skills and training programmes to meet the constantly changing demands and develop gastronomy tourism destinations.

14:00 - 15:30 **Lunch**

15:30 - 16:30

Session 2: Blending the taste – sharing good practices in promoting inclusion through gastronomy tourism

This session will seek ways to better integrating local communities including underrepresented groups and stimulate their participation into the labor market, raising the quality of the working environment while tackle some of the main challenges within the sector such as gender gap, people with disability, refugees and youth unemployment.

16:30 - 18:30

Technical Visits: Euskadi Gastronomica

These technical visits will provide interactive sessions taking place in various local destinations throughout The Basque Country where the experiences have been developed. Participants will have the opportunity to link their own gastronomy tourism experience from their country of origin with the outcome from the previous session and this hands-on experience. The outcomes will be discussed subsequent to this session.

- 1 – Donostia-San Sebastián
- 2 – The Goierri Region - Territory of Idiazábal
- 3 – Gipuzkoa: West Coast
- 4 – Gipuzkoa: Eastern Shore
- 5 – Cider Route
- 6 – Rioja Alavesa

20:30 – 22:00

Welcome Dinner by Flanders, host of 6th UNWTO Global Forum on Gastronomy Tourism (2020) (invitation only)

Friday, 3 May 2019

09:30 - 10:00

Final of the First UNWTO/BCC Global Gastronomy Tourism Startup Competition

The five finalists of the First Global Gastronomy Tourism Startup Competition will present the most disruptive and innovative solutions in line with UNWTO strategy and the contribution of Gastronomy Tourism to the Sustainable Development Goals.

10:00 - 10:30

Keynote Session: Vocational training in gastronomy tourism

10:30 - 11:30

Session 3: Seasoning the talent – How to attract and retain the right talent

More than ever, gastronomy tourism relies on the skills, innovation and creativity of people. Companies, DMOs and related institutions should think holistically about management systems that help to motivate, measure, and develop talent. However, pressure to reduce HR costs made it harder to identify and attract the most talented people.

With this in mind, this session will explore some of the most creative yet effective ways to attract and retain the right talent.

11:30 - 12:00 **Coffee break**

12:00 - 13:15 **Session 4: Adding new flavours –
Supporting SMEs and entrepreneurs in gastronomy
tourism**

This session will look out for ways to create an enabling environment to support small and medium-sized enterprises (SMEs) and promote entrepreneurship

13:15 – 14:00 **Presentation of the UNWTO/BCC Guidelines for the
Development of Gastronomy Tourism**

14:00 - 15:30 **Networking Lunch**

15:30 - 15:45 **UNWTO and BCC 5 Key Takeaways**

15:45 – 16:45 **Session 5: Café-Tertulia – Get Inspired !**

16:45 – 17:00 **Announcement of Winner of the
First Global Gastronomy Tourism Startup Competition**

17:00 - 17:15 **See you in Flanders 2020**

Saturday, 4 May 2019

09:30 - 12:30 **Workshop on ‘How to develop a competitive and sustainable
gastronomy tourism destination’ (separate registration is
required)**

09:30 - 12:30 **Optional workshops and tours in Basque Country (tbc)**