



## 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*)

#### Registration

#### 8:30 – 8:35 Welcome by MC

Master of ceremony (tbc)

#### 8:35 – 9:00 Opening Ceremony

- H.E. Mr. Weerasak Kowsurat, Minister of Tourism and Sports, Thailand
- H.E. Mr. Zurab Pololikashvili, Secretary General, UNWTO
- Mr. Pongpanu Svetarundra, Permanent Secretary, Ministry of Tourism and Sports, Thailand
- Mr. Yuthasak Supasorn, Governor, Tourism Authority of Thailand
- Mr. Joxe Mari Aizega, Director, Basque Culinary Center

#### 9:00 – 10:15 High level Round Table

Moderated by 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

#### 10:15 – 11:45 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 Mr. Damiá Serrano, Associate Professor, Basque Culinary Center, Spain

- Mr. Deepak Ohri, Chief Executive Officer, Lebua Hotels & Resorts
- Mr. Doug Duda, International Association of Culinary Professionals, USA
- Mr. FG Winarno, Expert on Nutrition and Food Technology, Indonesia
- Representative from Basque Culinary Center

#### 11:45 – 12:15 Keynote: Meeting the needs of the gastronomy tourists using big data and analytics

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

**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 UNWTO

- Mr. David Fiedler, Director of Experience Design, ICF Olson, USA
- 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

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

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

**15:30 – 16:00 Presentation of the UNWTO AM Report on Gastronomy Tourism: The case of Japan**

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

**16:00 - 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.*

- Mr. Antonio Montecinos, Pan-American Confederation of Hospitality and Tourism Schools (CONPEHT), Mexico
- H.E. Mr. Ben Weyts, Flemish Minister for Mobility, Public Works, the Vlaamse Rand, Tourism and Animal Welfare, Government of Flanders
- Mr. Francisco Madrid, Anáhuac University, Mexico, Teaching Gastrodiplomacy, Mexico
- Dr. Temsegan Assefa, JTB, Japan
- Ms. Marcella Gaspardone, Marketing, PR and Convention Bureau Manager, Turismo Torino e Provincia, Italy
- 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**

**Presentation: A Taste of Thailand**

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

**8:00 - 13:00 Workshops (led by start-ups)**

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-scene 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: Local Shade with Hidden Desserts**

*Starting with the introduction of the nine Thai auspicious desserts, each with different meanings and ways of cooking. Explore the old town surrounded by ancient temples of over 100 years old such as Wat Prayurawongsawat, the royal temple. Learn about the local Thai lifestyle which is closely bound to temples. Every morning people would prepare food delicately and make merit by offering food to monks. After that, proceed to the Princess Mother Memorial Park or the locals call "Somdet Ya Park". The Princess Mother also fell in love with the charm of Thai desserts. Thai-dessert making workshop with teachers from the School of Culinary Arts, Suan Dusit University.*

- **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 Ms. Amaia López de Heredia, Associate Professor, Basque Culinary Center, Spain

- **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 – 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. Eunice Tan, Lecturer in Tourism at Murdoch University, Singapore Office**
- **Mr. Mario Hardy, CEO, PATA**

### **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**
- **Mr. Fernando Olivera Rocha, Secretario de Turismo de Guanajuato, Mexico**
- **Ms. Jacinta Dalton, Galway International Hotel School, GMT & Faite Ireland Food Champion, Ireland**
- **Ms. Nicola Madden-Greig, Chairperson, Jamaican Gastronomy Network**

### **19:30 Dinner – Basque Cuisine (Nai Lert Park Heritage Home)**

## **1 June** (InterContinental Bangkok and various locations in Bangkok)

### **07:30 Depart from official hotels**

### **8:30 – 13:30 Session 6 Workshops (with lunch)**

- **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.

- **Trawl Workshop: Food x Historical Cultural Communities**

Cultural gastronomy is not complete without meeting the real members of the local community. This workshop will enable participants to meet the mayor of the Phra Nakhon District and the leader of Phra Nakhon community network in the local community. Participants will see the hidden gems of the Banglamphu community and the Ban Tuk Din mosque, as well as take part in making Khaw Tom Nam Woon (a traditional Thai dish).

**13:30 - 14:30 World Café (InterContinental Bangkok)**

*Sharing lessons learned and conclusions from the workshops*

**14:30 – 15:00 Conclusions and closing**

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

**18:30 Dinner – China Town**

**Technical visit (TBC)**