

2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



## 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**

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

#### 11:00-14:00 Meeting of the UNWTO Gastronomy Network (*location to be confirmed*)

#### 20:00 Opening Dinner offered by the Government of Argentina (Palacio de Miramar)

*Welcoming Remarks*

- **Joxe Mari Aizega**, Director, Basque Culinary Center
- **Taleb Rifai**, UNWTO Secretary-General
- **Gustavo Santos**, Minister of Tourism of Argentina

### 8 May

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

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

- Townhall of Donostia-San Sebastián
- Diputación Foral de Gipuzkoa
- Basque Government
- **Joxe Mari Aizega**, Director, Basque Culinary Center
- **Matilde Asian**, Secretary of State of Tourism, Ministry of Energy, Tourism and the Digital Agenda, Spain
- **Taleb Rifai**, UNWTO Secretary-General

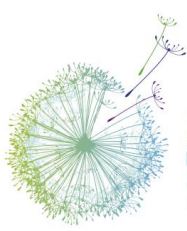
In collaboration with:



**EUSKADI**  
BASQUE COUNTRY

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



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

**Yolanda Perdomo**, Director of the Affiliate Members Programme, UNWTO

### 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)

10:30-11:00 A conversation with The New York Times (USA) – *tbc*

11:00-12:00 Roundtable debate

#### Participants:

- **Luke Bujarski**, Director, Skift Research (EEUU)

*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**, Director, Centro Studi per il Turismo e l'Interpretazione del Territorio - CesTIT (Italy)
- **Erik Pateman**, Presidente y Fundador, Edible Canada Culinary Experiences Corp (Canada)
- **Spain through its wineries** (Speaker to be defined)

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

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

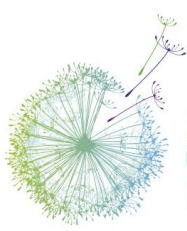
2

In collaboration with:



World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



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

16:00-16:30 Conversation with **Alberto Arnaut**, President, La Fabrica (Spain)

16:30-17:30 Roundtable debate

#### Participants:

- **Andoni Luis Adúriz**, Chef, Restaurant Mugaritz (Spain)
- **Tony Carne**, General Manager, Urban Adventures (Australia)
- **Rafael Chamorro**, Deputy Head of International Tourism Marketing and Branding, Spain Tourism Board - Turespaña (España)

*Moderator: Eugenio Yunis, Advisor, FEDETUR, Chile*

### UNWTO Gastronomy Network: successful examples (first part)

*This section will consist of presentations providing 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**, Indonesia Ministry of Tourism, Indonesia
- **Fatuma Hirsi Mohamed**, Kenya Ministry of Tourism, Kenya
- **Ryoichi Matsuyama**, Japan National Tourism Organization, Japan
- **Hector Tapia**, Asociación de Chef del Ecuador- Europa, Ecuador
- **Eugenio Yunis**, FEDETUR, Chile

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

3

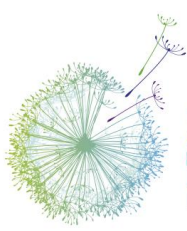
In collaboration with:



**EUSKADI**  
BASQUE COUNTRY

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



basque  
culinary  
center

**9 May**

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

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

**08:30 – 13:00 Workshop 1 – Donostia-San Sebastián**

Discover San Sebastián, a world reference point for Gastronomy Tourism. The city receives visitors with open arms, along with international provisions and protection, making for a very complete tourist offer. It combines avant-garde cuisine and innovation with its tradition: going to the market to buy local produce, going for pintxos (traditional snacks that are characteristic 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.

**08:15 – 13:00 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 markets, Idiazábal cheese, blood sausage, small producers, shepherds... This route highlights the quality of the elaboration of local products that enrich the culture and give identity to the territory, in order to create a sustainable production chain that promotes the economic, social and environmental development of the area.

**08:00 – 13:00 Workshop 3 – Urola Costa (Getaria – Zarautz) - Tourism balanced between the town and its resources.**

After a stroll on Zarautz's long and attractive beaches and getting to know Getaria, transformed into a gastronomic destination thanks to its seafood dishes and charcoal grills, this workshop will help us understand the importance of family businesses in the area's economy and how a sustainable economy has been created through two of the area's most important local products: Txakoli wine and anchovies. In addition we will have the pleasure of tasting these products after seeing how they are made.

**07:15 – 13:00 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 the different actors in the development of this product. It will also be interesting to learn 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. And to cap off the experience, we will enjoy the pairing of wine and gastronomy on site.

4

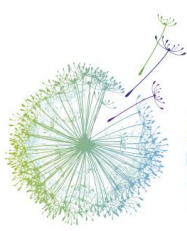
In collaboration with:



**EUSKADI**  
BASQUE COUNTRY

**World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations**

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



basque  
culinary  
center

### 08:00 – 13:00 Workshop 5 – Hondarribia (Fuenterrabia): Sustainable coexistence across borders

Exploring the town's streets we will discover a fishing village that attracts tourists, and which, with its strong maritime character, has been able to maintain its charisma over the passage of time by properly managing the large influx of cross-border tourism. We will get to know its wide range of gastronomic offerings, ranging from local food products to a diversity of bars and pintxos as well as a good variety of high-end restaurants. We will meet local producers and sample their products. Culminating the experience will be a visit and wine-tasting at a Txakolí producer, where we will learn about the origins of the "Hondarribi Zuri" grape used in this wine.

### 08:30 – 13:00 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 create different tourism products.

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

### UNWTO Gastronomy Network: successful examples (part 2)

*This section will consist of presentations providing 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

15:45 -16:30 Presentations

#### Participants:

- **Edmund Bartlett**, Jamaica Ministry of Tourism and Entertainment, Jamaica
- **Helena Egan**, Tripadvisor, United States of America
- **Fernando Olivera**, Observatorio Turístico del estado de Guanajuato, Mexico
- **Gustavo Santos**, Argentina Ministry of Tourism, Argentina
- **Jose Antonio Vidal**, Spanish Wine Tourism Association (Asociación Española de Enoturismo, AEE), Spain

5

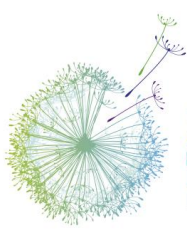
In collaboration with:



**EUSKADI**  
BASQUE COUNTRY

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



basque  
culinary  
center

#### Sesión 4: The Gastronomy Tourism Value Chain: Governance and profitability

16:30 -17:00 Keynote Speaker: **Dr. 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)
- **Damià Serrano Miracle**, Professor, Gastronomy Tourism Master, BCC (Spain)

*Moderator: Dr. Dave Randle, President and CEO, WHALE Center and Professor of Sustainable Tourism Program at University of South Florida (USA)*

18:00 -18:25 **Conclusions**

**Iñaki Gaztelumendi**, Food Tourism Consultant

18:25 -18:30 **Closing**

6

In collaboration with:



**EUSKADI**  
BASQUE COUNTRY

**World Tourism Organization (UNWTO)** - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)