



5th UNWTO World Forum on Gastronomy Tourism

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

Gastronomy Tourism: Creating Jobs and Promoting Entrepreneurship

Preliminary 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 Reception**
Hosted by the Basque Culinary Center (BCC)
Paseo Juan Avelino Barriola 101, 20009 Donostia-San
Sebastián (invitation only)*

**Transfer will be provided from Arima Hotel and Kursaal to Basque Culinary Center at 19:30 and return at 22:30*

Thursday, 2 May 2019

09:00 – 11:00 **Registration**
Palacio de Congresos y Auditorio Kursaal
Avda. de Zurriola, 1, 20002 Donostia-San Sebastián

**Transfer will be provided from Arima Hotel to the venue at 08:45*

10:00 – 10:15 **Setting the Scene**

- Ms. Sandra Carvão, Chief, Tourism Market Intelligence and Competitiveness, World Tourism Organization (UNWTO)
- Mr. Joxe Mari Aizega, Director, Basque Culinary Center (BCC)

10:15 – 10:45 **Presentation of the UNWTO/BCC Guidelines for the Development of Gastronomy Tourism**

10:45 – 11:00 **Coffee Break**

11:00 – 11:45 **Opening Ceremony**

- Mr. Joxe Mari Aizega, Director, Basque Culinary Center (BCC)
- Mr. Eneko Goia, Mayor of Donostia-San Sebastián
- Mr. Denis Itxaso, Deputy for Culture, Tourism, Youth and Sports, Provincial Council of Gipuzkoa
- Ms. Sonia Perez, Councilor for Tourism, Trade and Consumer Affairs, Basque Government
- Ms. Isabel Oliver, Secretary of State for Tourism of Spain
- Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

11:45 – 11:55 **Intervention**

- Mr. Rafael Anson, President of Real Academia de Gastronomía and UNWTO Ambassador of Responsible Tourism

11:55 - 12:45

High Level Panel on 'Public Policies – Key Ingredients to Promote 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.

Keynote Speech by Ms. Rebeca Grynspan, Secretary General, Ibero-American General Secretariat (SEGIB)

Moderator: Rajan Datar, BBC Travel

Panelists:

- H.E. Ms. Ms. Isabel Oliver, Secretary of State for Tourism, Spain
- H.E. Ms. Eva Štravs Podlogar, State Secretary, Slovenia
- H.E. Mr. Frano Matušić, State Secretary, Ministry of Tourism, Croatia

12:45 – 13:15

Introduction by Mr. Rafael Anson, President of Real Academia de Gastronomía and UNWTO Ambassador of Responsible Tourism

Keynote Speech: Skills to Cook the Future by Chef Elena Arzak, UNWTO Ambassador for Responsible Tourism and Joint Head of three Michelin starred restaurant Arzak

13:15 - 14:30

Remarks

- Ms. Parami Fernando, Media and Communications Consultant, Sri Lanka Tourism Development Authority, Sri Lanka

13:15 - 14:30

Lunch

14:30 – 15:45

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.

Moderator: Ms. Idoia Calleja, Director of Masters and Courses, Basque Culinary Center

Panelists:

- Mr. JP McMahon, Culinary Director EatGalway Restaurant Group, Ireland
- Ms. Madeleine Burns Vidaurrázaga, Director, Centro de Formación en Turismo (CENFOTUR), Peru
- Mr. Marcelo Barsuglia, Secretary, Federación Empresaria Hotelera Gastronómica De La República Argentina (FEHGRA), Argentina
- Ms. Olga Strietska-Ilina, Team Leader, Skills and Employability Branch, Employment Policy Department, International Labour Organization (ILO)

15:45 - 18:45

Technical Visits: Learning Excursions*

**Photos will be taken during the visit for communication purposes and that transfer will leave Kursaal at 15:45 and return to Kursaal and Hotel Arima at 19:00.*

These workshops 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 (Max. 25 pax)

Discover San Sebastián, a worldwide reference for Gastronomy Tourism destination. The city welcomes visitors with open arms, along with international provisions and protection, making it a very comprehensive 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. Those are some of the local habits that have been very well preserved and maintained by the people of San Sebastián.

2 – Pintxos Hands-on Workshop Pairing with Rioja Alavesa Wine in Basque Culinary Center (Max. 20 pax)

Pintxos hands-on workshop, an authentic Basque Culinary Club experience, is a travel through time journey, to the history of Basque Gastronomy, from the tradition to the avant-garde, discovering the origins of the *Pintxos* and the current art of the miniature cuisine. An unforgettable experience with a Rioja Alavesa wine pairing in the most innovative facilities of the Basque Culinary Center. Participants will meet the team of Basque Culinary Club, an initiative that is much more than a club for enthusiasts with the aims to promote gastronomic culture in the society through gastronomic activities and experiences both for locals and visitors.

3 – The Goierri – Territory Of Idiazabal Cheese (Max. 25 pax)

Goierri represents Food Tourism as seen from the perspective of the origins of the ingredients that are the backbone of gastronomy: small producers, shepherds, traditional local markets, and more. This route highlights the quality of the elaboration of local products that enriches the culture which gives identity to the territory. Participants will discover the culture of Idiazabal cheese.

4 – Tolosaldea: Basque Rural Flavours and Sweet Tradition (Max. 25 pax)

Tolosaldea represents the authentic rural flavors of the interior of Basque Country. It is synonymous with *babarrubak and piparrak* (beans and chilies), *txuleton* (grilled meat), idiazabal cheese, cider, local markets and sweet tradition. A territory where you will enjoy these sources of attraction for foodie travelers discovering some of their culinary the secrets.

5 – Urola-kosta, Kosta Gastronomika: Fishing Villages, Landscapes and Dreamy Flavours (Max. 25 pax)

Urola Kosta is situated just down the coastline from San Sebastián. It is a beautiful, unique destination, rich in food culture and history. It is a territory that works every day for recovering its gastronomic roots and puts value in its wealth and attractions, by adopting products and culinary symbols of quality and renowned prestige as ambassadors. Participants will discover all their secrets through the hand of experts from the history of the flysch octopus, grilled seafood and sea bream barbecues done with a very unique style.

6 – Hondarribia (Fuenterrabia): Sustainable Coexistence across Borders (Max. 25 pax)

This itinerary goes by the fishing harbor of Pasajes, 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. Participants 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. This is 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.

7 – Txotx! Tradition, Socializing, Rediscovering Cider and Transmitting Heritage (Max. 25 pax)

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. Participants 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.

8 – Txakoli Wine Tour: Wine Tourism with Basque Charm (Max. 25 pax)

Txakoli is a white, sophisticated, with irresistible freshness wine which has been linked to the culture of the Basque people for centuries. The tour will include some of the wineries namely Aia, Zarautz and Getaria, the towns in Gipuzkoa that produce the most txakoli. Txakoli wine producers will reveal the secrets of this young and fruity wine, a perfect accompaniment for salted anchovies or tuna in oil. Participants will also enjoy a delightfully pretty view of the coastal scenery on this tour.

9 – Basque Country Gastro Museums (Max. 25 pax)

Gastro Museums is a network made up by a total of seven museums and interpretation centers, which seeks to convey to the visitor the essence, traditions and values that are hidden behind some of the most recognized Basque Country gastronomic product. From Txakoli to Idiazabal cheese, including the famous Rioja Alavesa wine, ciders from the Cider Territory, the salt from our salt mine, the farmhouse or the baserri, the markets and the importance of local and seasonal products, Gastro Museums brings together the characteristic of the wine and gastronomic culture of the country. The tour will start with a visit to the Igartubeity Museum and/or D’Elikatiz next to San Sebastian and have the opportunity to share in depth this initiative with the representatives of the museums while participants taste some of the products.

20:30 – 22:00	Reception by Flanders, host of 6th UNWTO World Forum on Gastronomy Tourism (2020) Basque Culinary Center (BCC), Paseo Juan Avelino Barriola 101, 20009 Donostia-San Sebastián (invitation only)*
----------------------	---

**Transfer will leave Hotel Arima and Kursaal at 20:00 to Basque Culinary Center.*

Friday, 3 May 2019

09:00 - 10:00

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

**Transfer will be provided from Arima Hotel to the venue at 08:00*

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.

Moderator: Ms. Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

Speakers:

Theme 1 – Local community

- Ms. Irina Klimkina, Founder of Travel Hunter LLC, Chairman of the board of the Association of Cultural and Gastronomic Tourism, Russian Federation
- Mr. Kazem Vafadari, Associate Professor and Division Head Graduate School of Asia Pacific Studies Tourism and Hospitality (THP), Ritsumeikan Asia Pacific University, Japan
- Ms. Vita Datau, Head of Acceleration Team for the Development of Culinary and Shopping Tourism, Ministry of Tourism of Indonesia

Theme 2 – Underrepresented groups: women, people with disabilities, youth

- Ms. Amber Anderson, Executive Director, HAVE Culinary Training Society, Canada
- Ms. Ebru Baybara Demir, Harran Gastronomy School Project, Finalist of BCC Culinary World Prize 2017, Turkey
- Mr. Shinichi Nakamura, Executive Director of International Affairs, Japan Travel and Tourism Association

10:00 – 11:00

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.

Introduction: Mr. Ernesto Gascó, First Deputy Mayor of the San Sebastián City Council and delegate councilor for Economic, Employment, Tourism, Trade and Hospitality.

Moderators: Ms. Natalia Bayona, Senior Expert on Innovation and Digital Transformation, UNWTO and Ms. Anaïs Iglesias, Entrepreneurship Manager, Basque Culinary Innovation

Finalists:

- Mr. Francesco Fratto, Founder Partner, ARB – Agriculture Rural Brokers (Italy)
- Mr. Cesar Lapuente, Founder, ARTHYLEN (Spain)
- Mr. Michael Weiss, Co-founder, BITEMOJO (Israel)
- Mr. John Rhee, Founder/CEO, DINIFY (Czech Republic)
- Ms. Laura Symborski, Brand and Marketing Lead, GINKAN (Japan)

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

11:30 - 12:30 **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.

Moderator: Ms. Adela Balderas, Coordinator of Management Area, Basque Culinary Center

Panelists:

- Ms. Fiona Richmond, Scotland Food & Drink, Scotland
- Prof. Lena Mossberg, University of Gothenburg, Sweden
- Mr. Mikel Ubarrechena, President of the Hospitality Association of Gipuzkoa, Spain
- Ms. Paloma García Castillejos, Basque Culinary Center
- Mr. Trevor Benson, Director of Food Tourism Innovation, Culinary Tourism Alliance, Canada

12:30 - 13:30 **Session 4: Adding new flavours –
Supporting SMEs and entrepreneurship 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

Moderator: Mr. Iñaki Gaztelumendi, Technical Coordinator, Basque Culinary Center

Panelists:

- Ms. Begoña Rodriguez, Culinary Action, Basque Culinary Center
- Mr. Claudio Viezzoli, Managing Director SME Finance, European Bank for Reconstruction and Development (EBRD)
- Ms. Lauren Aloise, Founder and Director at Devour Tours, Spain
- Ms. Lisandra Rickards, CEO, Branson Centre of Entrepreneurship-Caribbean, Jamaica
- Ms. Nicola Madden- Greig, Chairperson for the Gastronomy Network under the Tourism Linkages Network, Ministry of Tourism of Jamaica

13:30 – 13:40 **Announcement of Winner of the
First Global Gastronomy Tourism Startup Competition**

13:40 - 15:40 **Networking Lunch**

15:40 – 16:15 **Session 5: Get Inspired!**

Chef Andoni Luis Aduriz, Mugaritz Restaurant, Spain

16:15 – 16:30

UNWTO and BCC 5 Key Takeaways

16:30 – 16:45

See you in Flanders 2020

- Mr. Pablo Annys, Deputy Mayor of Bruges (Brugge, Belgium) - Social Affairs, Employment and Business/Entrepreneurship
- Ms. Sarah Cornand, Sales Manager of Meeting in Brugge Convention Bureau

Saturday, 4 May 2019

09:30 - 12:30

**Optional workshops and tours in Basque Country –
please refer to <https://triptobasquecountry.com/en/>**