



## 6<sup>th</sup> UNWTO World Forum on Gastronomy Tourism

### Gastronomy Tourism: Promoting Rural Tourism and Regional Development

Concertgebouw, Bruges, Belgium

31 October - 2 November 2021

Preliminary Programme

#### Background and objectives:

- Destinations today are very aware of the significance of gastronomy tourism as numbers of tourists prefer to buy and consume local food, while at the same time they are also inclined to observe and participate in its production process.
- For some destinations, the development of gastronomy tourism may represent valuable opportunities in contrasting the issues related with economic instability, especially in the less favoured and marginal rural areas as gastronomy tourism has potential to boost decent living standards, social and economic integration, personal fulfilment, and social development.
- This type of tourism in rural areas has been associated with numerous benefits, among which the increase farm incomes, greater social vitality, territorial regeneration activities, and protection of traditional activities.
- Gastronomy tourism adds vitality to rural communities, connected via marketplaces, festivals, stories, recipes and memories. It supports small, local food producers and strengthens their position in the market, as opposed to international and industrial food producers.
- The 6<sup>th</sup> UNWTO World Forum on Gastronomy Tourism will focus on the role of Gastronomy Tourism in Promoting Rural Tourism and Regional Development, closely aligned with the Sustainable Development Goals (SDGs).
- Topics related to the role of gastronomy tourism in enhancing reputation of destination, empowering local community, as well as strategies that can be used by farmers and small scale rural food producers in using their culinary heritage to directly and indirectly promote tourism and thereby make a positive economic contribution at the local and regional level will be discussed throughout the event.
- The Forum presents a unique opportunity for experts from across the growing field of gastronomy tourism to share new ideas and best practices and place the two sectors at the centre of plans for recovery in post covid-19 times.

## Sunday, 31 October 2021

---

Venue: Restaurant Karmeliet

19:00 – 22:00

**Welcome dinner, hosted by Visit Flanders and City of Bruges**

(by invitation only)

Organized at former Three-Michelin-Star restaurant De Karmeliet in the historical centre of Bruges. It is now home of the Flanders Culinary Arts Centre, where international students take their culinary skills to a higher level.

## Monday, 1 November 2021

---

Venue: Concertgebouw

10:30 – 11:15

**Welcome Coffee & Registration**

Venue: Main Concert Hall

11:30 – 12:00

**Opening Ceremony**

- **Dirk de Fauw**, Mayor of Brugge
- **Joxe Mari Aizega**, General Manager, Basque Culinary Centre
- **Zurab Pololikashvili**, Secretary General, UNWTO
- **Matthias Diependaele**, Flemish Minister for Finance, Budget, Housing and Immovable Heritage

Master of Ceremonies: **Ben Roelants**, radio-TV presenter and travel reporter (Flanders)

12:00 – 12:40

**Setting the Scene: Gastronomy Tourism and Rural Development**

Keynote Speech by **Peter de Wilde**, CEO, Visit Flanders

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

- **Peter de Wilde**, CEO, Visit Flanders
- **Chef Edorta Lamo**, Restaurant Arrea! (Spain)
- **Maciej Golubiewski**, Head of Cabinet of Commissioner for Agriculture, European Commission

12.40 – 12.45

**Speech by Governor of Nara Prefectural Government**

Venue: Foyer

12:45 – 14:00

**Lunch, hosted by the Nara Prefectural Government, host of the 7th UNWTO World Forum on Gastronomy Tourism (2022)**

Venue: Main Concert Hall

14.15 – 15.15

### Special Session on African Gastronomy Tourism

Remarks by **Zurab Pololikashvili**, Secretary General, UNWTO

Keynote speech by **Chef Dieuveil Malonga**, Founder of Chefs in Africa and Finalist of the Basque Culinary World Prize

Moderator: **Joxe Mari Aizega**, General Manager, BCC

- **Chef Dieuveil Malonga**, Founder of Chefs in Africa and Finalist of the Basque Culinary World Prize (Rwanda)
- **Chef Binta**, Founder of Fulani Kitchen Foundation; Executive Chef of Dine on a Mat; Fulani Cuisine Ambassador (Ghana)

Signature of MOU between UNWTO and Chefs in Africa

15:15 – 15:30

### Insights from a butcher: The Future of Meat

**Hendrik Dierendonck** (Flanders, Belgium)

15:30 – 16:00

### Coffee Break

16:00 – 16:15

### Insights from a Chef: Resilience and Innovation

**Chef Ana Roš**, UNWTO Ambassador for Gastronomy Tourism (Slovenia)

16:15 – 17:00

### Scaling up for the SDGs: UNWTO Gastronomy tourism pitch challenge

Following a brief introduction by UNWTO providing insight on how the entrepreneurial ecosystem and its key stakeholders can collaborate to achieve the SDGs while ensuring revenue, scale and sustainability in tourism and food industries; selected participants from the UNWTO Global SDG Startup Competition will pitch their ideas to the audience, showcasing their gastronomy and tourism-based solutions in policy, in practice, in communities – but moreover, in sustainable action. A jury will deliberate and select the winner of the challenge to be announced at the end of the session.

In collaboration with:



Moderation and introduction: **Natalia Bayona**, Chief, Innovation, Education and Investments, UNWTO and **Leticia Lauffer**, Director, Wakalua, the Tourism Innovation Hub

Startups:

- **Teresa Agovino**, CEO, Faroo (Italy)
- **Sebastian Muñoz Amezcua**, Co-founder and CMO, Rutopia (Mexico)
- **Sira Plana Marín**, Cofounder, Apadrina un olivo (Spain)
- **Gustav Borgefalk**, President and co-founder, Katla Aero (Sweden)
- **Naomi MacKenzie**, Co-founder, KITRO (Switzerland)

Announcement of the launch of the 3rd Global Gastronomy Tourism Startup Competition

17:00 – 17:30      **Wrap-up**

20:30 – 22:30      **Discover Bruges by Night**

A guided walk to discover the illuminated highlights of the city of Bruges including a drink at the local's favourite cafés.

## **Tuesday, 2 November 2021**

---

Venue: Concertgebouw

09:00 – 10:00      **Masterclasses on Gastronomy Tourism and Rural Development**

Venue: Studio 1

**Theme 1:** Making gastronomy tourism an ally in environmental sustainability in rural areas

*The Masterclass will focus on the aspects of environmental sustainability of the development of gastronomy tourism in rural areas.*

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

- **Julia Goeschelbauer**, Project Manager, Culinary Network Austria, AMA-Marketing (Austria)
- **Caroline Baerten** and **Dries Delanote**, Soilmates (Flanders)
- **Vee Bougani**, CEO, Sustainable Food Movement (Greece)

Venue: Kamermuziekzaal

**Theme 2:** Culinary Craftsmanship – How gastronomy tourism can empower local communities and bring a new awareness about culinary traditions

*Gastronomy tourism shortens the food supply chain by decreasing the distance between production and consumption areas. The availability of locally produced food and drinks at the destinations also helps tourists co-creating their experiences while at a destination and raise awareness of ecological, social, economic and cultural aspects. This Masterclass session will discuss the role of gastronomy tourism to boost decent living standards, social and economic integration, personal fulfilment, and social development which therefore empowers local communities.*

Moderator: **Iñaki Gaztelumendi**, Technical Coordinator, Basque Culinary Center

- **Stefaan Gheysen**, Director of Westtoer & **Filip Claeys**, North Sea Chef (Belgium)
- **Carlos Casares**, Tourism Technician, Rubielos de Mora town hall (Spain)

Venue: Main Concert Hall

**Theme 3:** Culinary innovation – culinary centres as drivers for innovation and development

*It is crucial to promote collaboration among local actors including universities, SMEs, multi-national enterprises, research and development institutions as each of them provide valuable insight for the gastronomy tourism sector. An adequate innovation ecosystem, with the support of particular technologies, is therefore deemed important to facilitate participatory approaches aimed at discovering innovation and business opportunities. This Masterclass session will discuss the importance of culinary centres as drivers for innovation and development.*

Moderator: **Addaia Arizmendi**, Senior Innovation Specialist, UNWTO

- **Begoña Rodríguez**, BCC Innovation Centre (Spain)
- **Sheila Russell**, Head of Studies, The School of Artisan Food (UK)

10:00 – 10.20

### Coffee Break

10:20 – 11:20

### Masterclasses on Gastronomy Tourism and Rural Development

- Theme 1: Making gastronomy tourism an ally in environmental sustainability in rural areas (Studio 1)
- Theme 2: Culinary Craftsmanship – How gastronomy tourism can empower local communities and bring a new awareness about culinary traditions (Kamermuziekzaal)
- Theme 3: Culinary innovation – culinary centres as drivers for innovation and development (Main Concert Hall)

Venue: Main Concert Hall

11:30 – 12:15

### Outside the box: Learning from Others

Presentations of best-case studies related to the role of gastronomy tourism in promoting rural tourism and regional development

Moderator: **David Mora**, Coordinator of the Master's Degree in Food Tourism, Basque Culinary Center (Spain)

- **Paulo Barata**, Creative Director, AmouseBouche (Portugal)
- **Abdulelah Al-Tokhais**, Director of Research and Development Center, Saudi Heritage Preservation Society (Saudi Arabia)
- **Champ Bouwman**, Project manager, NBTC Holland Marketing (The Netherlands)
- **Onur Gözet**, Deputy Director General for Promotion, Ministry of Culture and Tourism (Turkey)

12.15 – 12.30

### Closing Remarks

- **Sandra Carvao**, Chief of Tourism Market Intelligence and Competitiveness, UNWTO
- **Joxe Mari Aizega**, General Manager, Basque Culinary Centre
- **Pablo Annys**, Alderman of Work and Enterprise, City of Bruges
- **Peter de Wilde**, CEO, Visit Flanders (Belgium)

See you in Nara (Japan) 2022!

12:30 – 16:30

### Culinary Experiences including lunch

The culinary experiences at various locations in and around Bruges (for live participants) and in Flanders (for online participants) demonstrate the best of Flanders as a culinary destination. Visit the passionate craftsmen from farmers to brewers and explore the rich Flemish culinary heritage.

Venue: Brewery Halve Maan

17:30 – 20:30

### Bruges Unplugged

The closing event takes place at Brewery De Halve Maan, an authentic family brewery in the heart of Bruges. For both online and live audiences the evening consists of a tour of the brewery and a talk show with inspirational guests discussing topics such as local products and talent development in the gastronomy sector.

20:30 – 21:30

### Closing drinks