

# 36<sup>th</sup> Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia & First UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific

26-28 June 2024, Cebu, the Philippines

Preliminary Overall Programme

-- 31 May 2024

## Tuesday, 25 June 2024

Arrival of the Participants

15:00 – 18:00 Registration of the participants (Lobby, Shangri-La Mactan)

**First UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific**  
(Venue: Shangri-La Mactan)

## Wednesday, 26 June 2024

08:30 – 09:30 Registration & Welcome Coffee (Shangri-La Mactan)

10:00 – 10:30 **Opening ceremony**

- Mr. Junard Chan, Mayor of Lapu Lapu City, Cebu The Philippines
- Ms. Idoia Calleja, Director of Masters and Courses, Basque Culinary Center (BCC), Spain
- H.E. Ms. Christina Garcia Frasco, Secretary, Department of Tourism, The Philippines
- Mr. Zurab Pololikashvili, Secretary-General, UN Tourism

**Official Photo**

**Ceremony for UN Tourism Ambassador/s for Responsible Tourism (TBC)**

10.30 – 10.45 **Keynote: Gastronomy Tourism - Driving inclusion and sustainability**

Ms. Zoritsa Urosevic, Executive Director, UN Tourism

10:45 – 12:00 **Ministerial Dialogue: Fostering policies to advance a roadmap for gastronomy tourism.**

This session will focus on the necessary policy framework for the development and promotion of gastronomy tourism as an opportunity for destinations to enhance their brand positioning, diversify their products, ensure territorial inclusiveness and cohesion, add value, grow tourism spending, and connect it with other sectorial branches such as agriculture, culture, health, fostering an intertwined alliance that can only bring benefits to destinations and local communities.

Moderator: Ms. Sandra Carvao, Director, Market Intelligence, Policies and Competitiveness, UN Tourism

- 12:00 – 12:15 **Blending Tourism and Gastronomy for the benefit of people and planet.**  
Chef Margarita Fores, UN Tourism Ambassador for Responsible Tourism (Philippines)
- 12:15 – 13:00 **When Gastronomy Meets the Territory. Insights by Asia Pacific Destinations**  
This panel debate will showcase the value of the land and products that contribute to the development of sustainable gastronomy tourism, and in creating value for visitors and producers. It will focus on strategies to promote and protect local products, the value of local traditions in building a gastronomy destination and how to innovate merging tradition and new trends.  
Moderator: Ms. Kyoko Nakayama, Official Columnist, Forbes Japan  
Speakers:  
- Prof. Nishantha Sampath PUNCHIHewa, Dean of the Faculty of Law, University of Colombo
- 13:00 – 15:00 **LUNCH: Culinary Journey of the Philippines**
- 15:00 – 15:15 **Presentation of UN Tourism – FAO Mountain Partnership project in the Pacific SIDS**  
The links between agriculture and tourism can open important opportunities to maximize its value for local producers, communities and destinations while enhancing the added value of the tourism experience and product. It is in this context that this project proposes to develop sustainable tourism itineraries and value chains focused on local gastronomy and sustainable organic agriculture.
- 15:15 – 15:30 **Gastronomy & Destination Identity: Promoting Localhood Through Food**
- 15:30 – 15:45 **Circular Solutions for Reducing Food Waste and Promoting Local Sourcing**  
Participants will explore cost-effective and environmentally responsible strategies for tourism stakeholders to benefit from the use of local sourcing and to reduce food waste through prevention, redistribution and the integration of revalorization processes to transform waste into valuable resources, fostering economic growth, reducing greenhouse gas emissions and contributing to a more sustainable food system.
- 15:45 – 17:15 **Session: Get inspired!**  
This session will showcase inspiring presentations of successful initiatives in gastronomy tourism in Asia and the Pacific, looking into the value of linking food, the territory and tourism and providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable and innovative practices in gastronomy tourism.  
Moderator: Ms. Idoia Calleja, Director of Masters and Courses, Basque Culinary Center  
Speakers:  
- Ms. Jung Jiwon, Manager, Jeju Tourism Organization  
- Mr. Lionel Dabbadie, FAO Representative in the Philippines

- 17:15 – 17:30                    **Cebu Call to Action on Gastronomy Tourism**  
Ms. Sandra Carvao, Director, Market Intelligence, Policies and Competitiveness, UN Tourism
- 17:30 – 17:45                    **Closing Ceremony**
- Representative, Department of Tourism, the Philippines (TBC)
  - Ms. Idoia Calleja, Director of Masters and Courses, Basque Culinary Center
  - Mr. Harry Hwang, Director, Regional Department for Asia and the Pacific, UN Tourism
- 19:00 – 21:00                    **Welcome Dinner** (Shangri-La Mactan)

### **Thursday, 27 June 2024**

- 09:00 – 16:00                    **Technical Tours** (*for international participants*)
- \*The host will confirm the arrangement with the participants at the registration desk.*
- 19:00 – 21:00                    **Dinner** *hosted by the Government of the Province of Cebu, the Philippines*

**36<sup>th</sup> Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and  
the UN Tourism Commission for South Asia**  
(*Venue: Sheraton Mactan*)

### **Friday, 28 June 2024**

- 08:30 – 09:00                    Arrival of the delegates
- 10:00 – 11:00                    **Opening Ceremony**
- 11:00 – 11:30                    Coffee Break
- 11:30 – 13:00                    **CAP-CSA**
- 13:00 – 14:30                    **Lunch**
- 14:30 – 16:30                    **CAP-CSA**
- 17:00 – 18:00                    **UN Tourism Affiliate Members' Global Networking Session:  
Forging Public-Private Alliances**
- 19:00 – 21:30                    **Philippines Reception** *hosted by the Tourism Promotions Board of the Philippines*

### **Saturday, 29 June 2024**

All Day Delegates Departures