



2010 CULINARY TOURISM SUMMIT
SEPTEMBER 19-21, 2010
HALIFAX, NOVA SCOTIA, CANADA

Culinary World Tourism Summit
OFFICIAL PROGRAM



WELCOME TO HALIFAX!

The theme of this year's World Summit is "One World, One Table: Using Culinary Tourism for Economic Development." This is a timely theme, given the financial crisis sweeping the globe. All people must eat, but not everyone chooses to shop, play golf, or go to the theater or ballet. Cuisine is the only attraction purchased by all visitors and which can be fully leveraged to enhance further the economic development of businesses and destinations.

An exciting program awaits you, with 20 fantastic speakers from all over the globe, covering our Culinary Tourism industry from every angle. We're especially excited to welcome Food, Inc. Producer Robert Kenner and noted Canadian Chef Michael Smith to our esteemed roster of speakers. And none of this would have been possible without our sponsors, and especially the Canadian Tourism Commission.

For some of you the journey here has been long, and with the current economic downturn all over the world, many budgets were cut and travel plans halted. On behalf of the International Culinary Tourism Association (ICTA), I would like to sincerely thank you for making the effort to join us for this year's Culinary Tourism World Summit.

Kind Regards,



Erik Wolf
President & CEO
International Culinary Tourism Association

Produced by:



Presented by:



ABOUT US



The International Culinary Tourism Association (ICTA) was founded in 2003. It provides a wide range of benefits for its members, including community, education, development and promotion – all relating to culinary travel. The Association is regarded as the go-to resource for culinary travel by media outlets around the world.

culinarytourism.org



FOODTREKKER
DON'T EAT WITHOUT IT. .com

FoodTrekker is our consumer culinary travel website; it delivers promotional assistance to culinary destinations, groups and businesses around the world.

foodtrekker.com



Taste of Nova Scotia is a unique, province-wide, marketing program, whose members are committed to offering the very best culinary experience Nova Scotia has to offer. They are committed to providing consumers with the knowledge and understanding to "taste" this wonderful province.

Nova Scotia is quickly becoming a recognized destination for food and beverage experiences. Taste of Nova Scotia is proud of our membership and the position of leadership and expertise that they provide in this area. Whether you are looking for a restaurant, agriculture, fishery or specialty product, beer, wine or whiskey scotch, Taste of Nova Scotia is your destination for quality local food experiences.

Taste of Nova Scotia is committed to providing consumers with the knowledge and understanding to "taste" your way through this wonderful province.

tasteofnovascotia.com

OUR PARTNER

The 2010 Culinary Tourism World Summit is presented by The Canadian Tourism Commission

The Canadian Tourism Commission is Canada's national tourism marketing organization. Our vision is inspiring the world to explore Canada. With our partners in the tourism industry and the governments of Canada, the provinces and the territories, we advertise and market Canada in 12 countries around the world, conduct industry research and studies, and promote product and industry development. For regular updates on CTC initiatives, subscribe to CTC News, available through RSS feeds and by e-mail.

La CCT est l'organisme de marketing national du Canada en matière de tourisme. Sa vision : inviter le monde entier à explorer le Canada. Avec ses partenaires de l'industrie touristique et les gouvernements du Canada, des provinces et des territoires, elle fait la publicité et la promotion du Canada dans 12 pays du monde entier, mène des recherches et des études sur l'industrie du tourisme et favorise la mise au point de produits et l'essor de l'industrie. Pour vous tenir au courant des initiatives de la CCT, abonnez-vous aux Nouvelles de la CCT, par RSS ou par courriel.

canadatourism.org



9:00 am – 2:00 pm

MOBILE WORKSHOP: COOL CLIMATE GRAPES

Bruce Ewert, Owner/Operator, L'Acadie Vineyards

Learn about cool climate grape growing and winemaking to produce popular food friendly wine styles. Nova Scotia has ideal climatic conditions for world class Traditional Method sparkling wines. Learn how the Atlantic Ocean moderated temperatures are beneficial for flavor development and also pose inherent risks for growers. Session will include tour of a certified organic vineyard and Traditional Method sparkling winery as well as tastings and appetizer pairings with famous maritime seafood.

Transportation and lunch are included on this tour.

12:00 pm – 4:00 pm

**MOBILE WORKSHOP: FOX HILL CHEESE –
SMALL BUSINESS HAS BIG SUCCESS**

Jeanita Rand, Owner/Operator, Fox Hill Cheese House

This session takes you to the Fox Hill Cheese House, located about an hour drive from Halifax. Come see how this sixth-generation family farm takes cheese production from seed, to grass, to milk, to cheese, and finally to the consumer. You will learn the fascinating Fox Hill story, including how they successfully market their niche product, train employees on the importance of service and presentation, and also how they educate their consumers and consistently provide a quality product. This session also includes a picnic style lunch prepared by Chef Michael Howell of Tempest Restaurant, served on the deck of Jeanita's home overlooking her magnificent grounds, as well as a tasting of some of Fox Hill's finest cheeses.

Transportation and lunch are included on this tour.

5:00 pm – 6:00 pm • ROOM 200E

VIP AND MEDIA RECEPTION (INVITATION ONLY)

This session is by invitation only

A warm welcome awaits you as Taste of Nova Scotia and venue host the World Trade and Convention Centre showcase all that Nova Scotia has to offer the world.

6:00 pm – 7:00 pm • ROOM 200E

OPENING RECEPTION (ALL DELEGATES AND SPEAKERS)

This session is open to all delegates and speakers

A warm welcome awaits you as Taste of Nova Scotia and venue host the World Trade and Convention Centre showcase all that Nova Scotia has to offer the world.

8:00am – 8:45am • ROOM 200E

HEARTY NOVA SCOTIAN BREAKFAST

Summit Delegates only

This delicious Nova Scotian breakfast includes Meadowbrook pork loin with Acadian Maple glaze, Fox Hill Yoghurt parfait with Scotian Gold Apple slices, fresh local bakery breakfast rolls and croissants, baked and roasted King potatoes, Annapolis Valley scrambled eggs topped with Fox Hill Cheddar, Van Dyk's Blueberry Juice, as well as tea and coffee with Nova Scotia dairy farmers' milk and cream.

8:45am – 10:00am • ROOM 200E

STATE OF THE CULINARY TOURISM INDUSTRY AND OUR NEW CULINARY TRAVEL ORDER

Erik Wolf, President & CEO, International Culinary Tourism Association

The world has changed before our eyes. The way we do business, the way we interact, the way we shop – have all changed. It's no longer business as usual. Why should you hope not for things to get better, but for things to "get different"? Why is "sell" now a four-letter word? Why is the power of the people more important than ever? Learn about the coming condescence and how you can use it to your advantage. Erik will show you how these changes will impact your business in 2011 and beyond. Culinary tourism is the fastest growing sector of tourism in many nations around the world. International Culinary Tourism Association President Erik Wolf will review the state of the world's culinary tourism industry, citing interesting new examples of best practices in culinary tourism product development and promotion.

About Erik Wolf:

Erik Wolf is recognized internationally as the founder of the culinary tourism industry. Erik has more than 20 years of experience in travel marketing and has worked with a variety of travel industry companies.

10:00am–11:00am • ROOM 200E

OPENING ADDRESS: THE ILLUSION OF CHOICE

Robert Kenner, Producer, Food, Inc.

It's a hard job being a consumer. We're expected to know about carbon footprints and the "100 mile" diet, obesity, food additives, food allergies, antioxidants and mad cow disease, just to name a few of our never ending worries. Our concerns about food are compounded by our financial fears. Everything is getting more expensive and we seem to be earning less. Consequently, for many people, price has become the single most important motivator driving consumer decision-making. North Americans are hooked on cheap food and are now exporting that expectation overseas – call it "culinary" imperialism. Cuisine is a manifestation of the local culture, but our love affair with fast and cheap is destroying our culinary culture, with no one to blame but ourselves. Large food producers control the marketplace, telling us what we'll eat and when we'll eat it, while independent producers sit on the sidelines hoping for change. Eating well doesn't have to be expensive – we just need to support buying local in order to drive the costs down. Food, Inc. filmmaker Robert Kenner discusses social responsibility and why it is everyone's business to support local agriculture and cuisine as much as is feasible – both at home and on the road, and offers ideas how to effect a paradigm shift in consumer behavior.

About Robert Kenner:

After opening to sold-out crowds at the Toronto Film festival and the Berlin Film Festival, Robert Kenner's, Food, Inc., opened theatrically in the US in June '09. The film lifts the veil on our nations food industry, exposing the highly mechanized underbelly that is hidden from the American consumer. Entertainment Weekly wrote, "Food, Inc. is more than a terrific movie ...it's an important movie." The Los Angeles Times noted, "Food, Inc. does what good reporting does...it connects the dots".

11:00am – 12:00pm • ROOM 200E

THE FUTURE OF SMALL, LOCAL AND INDEPENDENT RESTAURANTS

Tommy Klauber, Owner: Polo Grill & Bar, Florida Hospitality, Florida, USA

The world seems to be getting smaller, yet independent restaurants continue to have a hard time staying viable. It seems that a new chain restaurant is always opening up around the corner, much to the fear of the small, local independents. Chains provide a consistent product, yet independents provide more of the local culture and charm that often create longer lasting memories for visitors and locals alike. To survive, independent restaurants need to be smarter and faster than the chains. Learn what this successful independent restaurateur has done to ensure success and long-term stability of his business, in spite of the fast growth of chains.

About Tommy Klauber:

Tommy Klauber is a graduate from the Culinary Institute of America, and has also received his diploma from La Varenne's Ecole De Cuisine in Paris, France. Klauber has received numerous accolades including being recognized in "Chefs in America" as one of the outstanding chefs in the U.S., receiving the James Beard Foundation "Rising Stars of American Cuisine" Award.

12:00pm – 1:30pm • ROOM 202-204

LUNCHEON WITH A LOCAL FLARE AND PRESENTATION TURNING RESIDENTS INTO CULINARY AMBASSADORS: THE CASE OF NOVA SCOTIA

Janice Ruddock, Executive Director, Taste of Nova Scotia

A destination's own residents have to believe in the area's food and drink before its residents will be proud enough to promote it. Word of mouth is the least expensive and most effective kind of promotion. Why is it then, that so few destinations promote the uniqueness of their food and drink to locals? Some destination marketers may say that marketing to residents is out of their mandate, but we disagree. Local residents can be culinary travelers too, especially in huge metropolitan areas like Los Angeles, Mexico City or Seoul, where residents rarely leave their own neighborhoods except to go to work and it can often take 2-3 hours to traverse the entire metropolitan area.

About Janice Ruddock:

Janice graduated from the University of Guelph a Bachelor of Commerce degree majoring in Hotel and Food Administration. In November 2006, Janice joined the Taste of Nova Scotia as their Executive Director which is Janice's dream job and she is absolutely thrilled to have the opportunity to promote the foods and wines of Nova Scotia, not only to an enthusiastic Nova Scotian audience, but to people around the world.

2:00pm – 3:00pm • ROOM 200E

REACHING THE CULINARY CONSUMER OF TODAY –
AND TOMORROW

Daniel Gray, Editor of SeoulEats.com

Today's culinary consumers are increasingly savvy and demanding, thanks partially to the growth of food shows on travel channels, and travel shows on food channels, not to mention concern over eating local, carbon footprint, obesity and more. Reaching these consumers today is very different from how we used to reach those consumers in the past. Get ideas of how to market your business by listening to what this journalist has to say about the best way to reach today's culinary consumers.

About Daniel Gray:

Daniel Gray is the Dining Editor for Groove Magazine, a regular contributor to the Seoul Tourism Website, and was an advisor to Andrew Zimmern's Bizarre Foods production crew when the popular television series came to Seoul, South Korea. His website, www.seouleats.com has been featured in the New York Times, Serioseats.com, and various other publications.

3:00pm – 3:30pm • ROOM 200E

LOBSTER ROLL DEMONSTRATION

Ray Bear, Chef, RayBear.com

Noted Chef Ray Bear gives a demonstration for guests on the versatility and simplicity of working with Atlantic Lobster; showcasing a number of lobster plating composition and cooking methods and explaining how each method affects the product. The history of the relationship between Nova Scotia and Lobster will be discussed with fascinating stories from the past.

During the demo there will be offerings passed of the final product The Lobster Roll for summit guests to sample and enjoy.

About Ray Bear:

A leading member of Nova Scotia's chef community, Chef Ray Bear is both an experienced, world class food designer and one of the province's culinary jewels. In 2005 Chef Bear was named Chef of the Year and Culinarian of the Year for Nova Scotia. He has appeared in numerous publications and media outlets and in late 2009 was named one of Canada's maverick chefs in Tidings Magazine.

3:30pm – 5:00pm • ROOM 200E

ONE WORLD ONE TABLE: USING CULINARY TOURISM FOR ECONOMIC DEVELOPMENT

Michael Smith, Celebrity Chef, Food Network Canada

Culinary Tourism is not just about our guests; it's also an opportunity for our communities to improve ourselves, our morale, our self image, and our businesses. Chef Michael Smith will discuss the task of combining food and culture to promote our destinations, and help understand who your competitors really are.

About Michael Smith:

Food Network Host Chef Michael Smith has been cooking professionally for over twenty years. In 1992 Chef Michael became the Executive Chef at Prince Edward Island's The Inn at Bay Fortune and his focus on regional cooking and local ingredients had earned them a reputation as one of the top places to eat in Canada. Chef Michael invited television cameras into the inn's country kitchen for his first hit television show, The Inn Chef.

6:30pm – 10:00pm • ROOM 200D



**LOCAL FOOD.
GLOBAL PERSPECTIVES.**

Sponsored by:



ATLANTIC CANADIAN LOBSTER CELEBRATION DINNER

Optional event, tickets may be purchased from the Ticket Atlantic, 4th Floor, World Trade and Convention Centre, for the general public. Registered Delegates may purchase tickets at a discount, see the Registration Desk for details on how to purchase.

Your unforgettable meal begins with a first course "Local Culinary Journey" where you will sample your way through Nova Scotia. Before your main course of Atlantic Canada lobster, enjoy some food for thought, as Robert Kenner, producer and director of the hit documentary Food, Inc., speaks about the high cost of cheap, mass-produced food and its effect on our environment, health, economy and workers' rights. It's sure to be an inspiring and thought-provoking reminder of the importance of supporting our local food providers.

For dessert, enjoy the Salon du Chocolat: an evolution of chocolate history. The Fortress of Louisbourg National Historic Site, in collaboration with Mars Chocolate, is delighted to invite guests on a delectable journey of chocolate throughout the centuries. Highlighted by 18th century memories of costumed Louisbourg residents, the fascinating evolution of chocolate will be an entertaining and hands-on presentation. Reaching back to the Mayans and spanning the centuries, your tastebuds will be tantalized with the variety of textures from liquid to solid that concludes with delectable chocolates and truffles from the experts at Mars. Join us as we travel through time on a delicious chocolate adventure across the world and throughout time. An unforgettable desert, a taste of history that is centuries in the making!

7:00am – 8:00am • ROOM 202–204

BREAKFAST

Enjoy a hearty hot breakfast to start your day featuring fresh local ingredients starting with Nova Scotia apple juice, hot out of the oven homemade Nova Scotia berry muffins, Maritime yogurt parfait with WTCC homemade granola, egg omelet with chives and Farmers' Dairy cheese, Pork Shop Back Bacon, Valley Baked Breakfast Potatoes and coffee and tea with Nova Scotia dairy farmers' milk and cream.

8:00am – 9:00am • ROOM 200E

OPENING ADDRESS CULINARY TOURISM: THE HIDDEN HARVEST

Harold D. Partain, CTC; CCTP; Founder & Executive Director, Epicopia Culinary Journeys

Culinary Tourism is hot! Food is an attraction – just like a museum, and food and drink are the most overlooked components of the visitor experience. Every traveller eats and drinks, and consequently, the limitlessness of that behaviour is something that travel industry marketers typically overlook largely because we all take eating for granted. Culinary Tourism is an important new industry that weds two related but distant hospitality cousins – foodservice and tourism. Hospitality businesses have an under explored opportunity to make a significant impression on visitors with unique and memorable dining experiences. This session will inform you how to get your slice of the pie!

About Harold Partain

Being equally at home in Italy and Texas, Harold has dedicated over 35 years to the travel industry. His ownership, management and training skills have lead several companies to success and recognition. Harold, a senior partner with McCabe Travel Group, lectures on travel styles and trends, destinations, and the history of food.

9:00am – 10:00am • ROOM 200E

CHEFS AND THE DESTINATION'S CULINARY MESSAGE *Michael Smith, Celebrity Chef, Food Network Canada*

The voice of destinations around the world cry in unison about one common problem in promoting culinary travel: how to involve foodservice in general, and chefs in particular. Sometimes there is one local chef who is a champion for the cause. Other times, not even one chef makes any contribution to the local efforts. Still other times, chefs aren't even asked to contribute to creating the destination's culinary message. Chefs know perhaps better than anyone else what a destination truly has to offer with food and drink. They also know why supporting local, independent restaurants is critical to driving local economic development (as opposed to supporting chain restaurants). But making the time to help is another matter. Chefs are artists and excel in the kitchen. They also often work 12–16 hours per day, many of them as much as 6 days per week so there is little incentive to take on more work. What can chefs do to make their voices heard? How can destination marketing organizations (DMOs) best involve chefs to maximise their promotional message? Listen to this distinguished panel of chefs from across the globe discuss their successes and challenges in promoting their destination's culinary treasures.

PANEL

Chef Frank Widmer, Park Hyatt, Zurich

Pat Lyall, CEO, Destination Halifax

Royce Chwin, Executive Director, Brand Integration, Canadian Tourism Commission

Sean Doucet, Director of Operations, Delta Halifax

About Michael Smith:

Food Network Host Chef Michael Smith has been cooking professionally for over twenty years. In 1992 Chef Michael became the Executive Chef at Prince Edward Island's The Inn at Bay Fortune and his focus on regional cooking and local ingredients had earned them a reputation as one of the top places to eat in Canada. Chef Michael invited television cameras into the inn's country kitchen for his first hit television show, The Inn Chef.

AGENDA AT A GLANCE

Please refer to the program for detailed session descriptions and speaker biographies.

MONDAY, SEPTEMBER 20TH	
8:00 am	ROOM 200 E NOVA SCOTIAN BREAKFAST
8:45 am	ROOM 200 E Official Welcome and State of the Culinary Tourism Industry <i>Speaker: Erik Wolf</i>
10:00 am	ROOM 200 E Opening Speech: The Illusion of Choice <i>Speaker: Robert Kenner</i>
11:00 am	ROOM 200 E The Future of Small, Local & Independent Restaurants <i>Speaker: Tommy Klauber</i>
12:00 pm	ROOM 202-204 LUNCH Turning Residents into Culinary Ambassadors: The Case of Nova Scotia <i>Speaker: Janice Ruddock</i>
2:00 pm	ROOM 200 E Reaching the Culinary Consumers of Today – and Tomorrow <i>Speaker: Daniel Gray</i>
3:00 pm	200 E Lobster Roll Demonstration <i>Speaker: Chef Ray Bear</i>
3:30 pm	ROOM 200 E One World One Table: Using Culinary Tourism for Economic Development <i>Speaker: Chef Michael Smith</i>
6:30 pm–10:00 pm	ROOM 200 D Atlantic Canadian Lobster Celebration Dinner & The Evolution of Chocolate (Extra Cost)

TUESDAY, SEPTEMBER 21ST	
7:00 am	ROOM 202-204 BREAKFAST
8:00 am	ROOM 200 E Culinary Tourism: The Hidden Harvest, <i>Speaker: Harold Partain</i>
9:00 am	ROOM 200 E Chef's & Destination's Culinary Message <i>Speaker: Chef Michael Smith</i>
9:00 am	ROOM 200 D **ACADEMIC SESSION** Developing Authentic Foodservice to Support The Development of Attractions in Ghana, <i>Speaker: Augusta Adjei Frempong</i>
9:30 am	ROOM 200 D **ACADEMIC SESSION** Examining Farmers' Markets as Culinary Tourist Attractions <i>Speaker: Dr. Carol Silkes</i>
10:00 am	ROOM 200 E Breathing New Life Into Local Food and Drink <i>Speaker: John Mulcahy</i>
10:00 am	ROOM 200 D **ACADEMIC SESSION** Effects of Restaurants and Culinary Tourism on Physical and Social Form <i>Speaker: Tracie Goldman</i>
11:00 pm	ROOM 200 E From the Ground Up: Advancing Culinary Tourism in Ontario <i>Speaker: Rebecca LeHeup</i>
12:00 pm	ROOM 100 LUNCH: One World One Table <i>Chef Demonstrations</i>
1:30 pm	ROOM 200 E BREAKOUT SESSION ONE: Culinary Tour Operators, Agents & Guides <i>Speakers: Harold Partain, Tammy Klauber</i>
1:30 pm	ROOM 200 D BREAKOUT SESSION TWO: Social Marketing <i>Speakers: Barry Martin</i>
2:30 pm	ROOM 200 E Food As Communication, <i>Speaker: Janet Cramer</i>
3:30 pm	ROOM 200 E Think, Eat & Be Merry, <i>Speakers: Bill Carr & Royce Chwin</i>

10:00am – 11:00am • ROOM 200E

ENRICHING THE CULINARY TRAVELLER VALUE PROPOSITION

John Mulcahy, Head of Visitor and Trade Engagement, Fáilte Ireland

Peter Druker, Management guru said in 1954, that the practice of management is to ask three very serious questions – What is our business? Who is our customer? What does our customer consider valuable? Utilizing those questions from a culinary tourism perspective, this session will aim to consider food and tourism in that context – so that we go away with a deeper understanding of how to enrich the experience of visitors. Learn a few different perspectives with examples from Ireland; how to make food visible and valuable, sustainable and profitable. Find out how much people spend on food and what it is worth to the Irish market, and how existing resources can be simply focused on food a little more; as well as illustrating the danger of assuming that everyone thinks about food tourism the way you do and is as passionate!

About John Mulcahy:

John formalized his passion for food by graduating from University of Adelaide in April 2010 with the Cordon Bleu Master of Arts in Gastronomy, adding to other academic awards from Cornell (USA), Oxford Brooks (UK), and the Institute of Wine & Spirits (UK). His dedication to food, wine, and tourism is thanks to both a personal ardour for gastronomy and also his experience at various times over 30 years as a pub, restaurant or food service operator on three continents, as an educator, and most recently as a public servant with the National Tourism Development Authority in Ireland.

11:00am – 12:00pm • ROOM 200E

FROM THE GROUND UP: ADVANCING CULINARY TOURISM IN ONTARIO

Rebecca LeHeup, Executive Director, Ontario Culinary Tourism Alliance

The true taste of a place is rooted in its terroir starting with agriculture and the growers of our food, moving to the artisans that craft the food into tastes such as wine, cheese and beer; travelling to the plate through the craft of cook and chef; celebrating it at our tables, and in our communities through festivals and events. To create a culinary tourism destination, in the eyes of the world, Ontario's agriculture and tourism sectors recognized the need to tell the story of our unique terroir with pride. Prince Edward County, Ontario had two very unique assets: a rich agricultural history and a long-standing tourism/hospitality industry, as Executive Director of Taste the Country, Rebecca was given the task of weaving those two sectors of the community together to build, what is now, Ontario's gastronomic capital – advancing culinary tourism from the ground up.

About Rebecca LeHeup:

Rebecca loves Ontario, good, clean and fair food and drink, meeting people and having new experiences. Lucky for her she has the best job in the world! In her role as Executive Director for OCTA, she has had the distinct pleasure of travelling across the Province of Ontario connecting growers and producers to chefs and restaurateurs. Engaging Destination Marketing Organizations (DMO's) with the regional agricultural organizations and economic developers, Rebecca has worked with a variety of partners to expand the original 5 culinary regions developing culinary tourism (in 2008) to 15 regions as of 2009.

12:00pm – 1:30pm • ROOM 100

ONE WORLD ONE TABLE LUNCHEON

Join fellow delegates at one table to experience a culinary journey compliments of four dynamic chefs from around the world. Each chef will create a course utilizing the bounty of locally grown and produced Nova Scotian products yet created with the flavors, style and presentation indicative of their home country. Master of Ceremonies for the event is Taste of Nova Scotia Chef Alain Bosse whose vibrant personality and engaging manner is sure to bring out the best in the guest chefs, from their personalities to their creations. Your seat is reserved for this entertaining and educational luncheon. Guest chefs for this special closing One World, One Table lunch are:

Host: *Alain Bossé, The 'Kilted Chef'*,
Alain Bossé Consulting, Food Editor, Saltscapes Magazine
Pictou County, Nova Scotia, Canada

APPETIZERS

Malaysian Canadian

Chef Bee Choo Char, Executive Chef, Gio, Prince George Hotel
Halifax, Nova Scotia, Canada

Swiss

Chef Frank Widmer, Executive Chef, Hotel Park Hyatt
Zurich, Switzerland

MAIN COURSE

French Canadian

Chef Renée Lavallée, Chef & Food Blogger, FeistyChef.ca
Halifax, Nova Scotia, Canada

DESSERT

American

Chef Tommy Klauber, Chef & Owner, Polo Bar & Grill
Sarasota, Florida, USA

1:30pm – 2:30pm • ROOM 200E

We have two great breakout sessions. Feel free to go between them to get the most out of both sessions.

BREAKOUT SESSION ONE: CULINARY TOUR OPERATORS, AGENTS AND GUIDES

*Harold D. Partain, CTC; CCTP; Founder & Director, Epicopia
Tommy Klauber, Owner, Polo Bar & Grill; Florida Hospitality*

As a result of the rapid increase in the popularity of culinary tourism worldwide, there now exist countless options for culinary tourists. How does the consumer navigate through this vast assortment of options when deciding where to go, and what to do when they get there? That's where tour operators, agents, and guides are an essential part of the culinary tourism industry. Learn the best practices from a few of the industry's most qualified professionals, and learn how to leverage these techniques to attract more visitors, and stay ahead of your competition.

About Tommy Klauber:

Tommy Klauber is a graduate from the Culinary Institute of America, and has also received his diploma from La Varenne's Ecole De Cuisine in Paris, France. Klauber has received numerous accolades including being recognized in "Chefs in America" as one of the outstanding chefs in the U.S., receiving the James Beard Foundation "Rising Stars of American Cuisine" Award.

About Harold Partain:

Being equally at home in Italy and Texas, Harold has dedicated over 35 years to the travel industry. His ownership, management and training skills have lead several companies to success and recognition. Harold, a senior partner with McCabe Travel Group, lectures on travel styles and trends, destinations, and the history of food.

1:30pm – 2:30pm • ROOM 200D

We have two great breakout sessions. Feel free to go between them to get the most out of both sessions.

BREAKOUT SESSION TWO: SOCIAL MARKETING

Barry Martin, Principal, Hypenotic

Social networking is all the buzz now. Do you tweet? Are you on Facebook? Are you on Google Buzz? LinkedIn? It's a bit overwhelming. Barry is a highly entertaining speaker that brings approachability to the "tech-speak". He will explain your options in the social networking sphere, and discuss the pros and cons of each.

About Barry Martin:

A principal at communications design firm Hypenotic, Barry has been helping values-driven brands and organizations define, articulate and manifest why their prospects should care about their offerings since '98. He has a degree in Advertising Design from Syracuse and runs a design firm that sells creative services, but Barry hasn't owned a TV since 2001. He gets his news from sources that require less filtering.

2:30pm – 3:30pm • ROOM 200E

FOOD AS COMMUNICATION

Dr. Janet Cramer, Professor, University of New Mexico

Some of our most intractable problems as a global society are often expressed as difficulties in "communication" – whether that be peace, cooperation, religion and religious differences, or cultural differences. But words can only do so much, and often lead to misunderstanding and conflict. Eating and drinking are two actions that are a common thread among all humans on the planet. It's something we all do, but many of us take for granted because eating is second nature to us all. Yet, think about when food is used for something other than sustenance. For example, food is an integral part of celebrating holidays or special events, and a gift of food (when it is appreciated) endears the recipient to donor for a long time to come. Whether it is the smells and textures of regional cuisines, the transcendent and spiritual quality of bread broken and blessed, or the intense sensuality of preparing and consuming food, we as individuals and as members of societies use food to communicate our deepest longings and belongings.

About Dr. Janet Cramer:

Dr. Janet M. Cramer is Associate Dean of the College of Arts and Sciences and Associate Professor in the Department of Communication and Journalism at the University of New Mexico. Currently, she is interested in how food acts as a system of communication and how food production and consumption reinforce human ideas of connection with the natural world.

3:30pm – 5:00pm • ROOM 200E

THINK, EAT AND BE MERRY

Bill Carr and Royce Chwin

Locally known and loved personality Bill Carr leads conference delegates on a fun ride as we rethink food and opportunities together at our one table. Since the dawn of time people have gathered together to eat, laugh, share and create community. The Canadian Maritime provinces are famous for culinary gatherings and there's a reason why. Where two or three can gather together and share some food and glass of wine, a party is started and new friends made. Bill will celebrate the rudiments of this tradition and help us to invent new and creative ways to think, eat, and be merry! We've only just begun to discover the possibilities. You do not want to miss this final, dynamic and motivating session!

About Bill Carr:

Bill Carr is known as an actor, humorist writer and motivational speaker. For over twenty years Bill has been making people laugh at what's trivial while helping them think about what counts. Bill's unique blend of humour and insight inspires laughter and consideration; offering his audience a fresh perspective on what they face everyday.

About Royce Chwin:

Royce feels privileged and honored to lead Canada's refreshed tourism brand in the Canadian Tourism Commission's key international markets. As Executive Director, Brand Integration for the CTC, he works with the marketing team and CTC's partners across Canada to market the breadth and depth of Canada's wonderful travel experiences of which food and wine play a very important part. With over 20 years working in the hospitality and retail realms with big brands, he turned his sights to building a brand from scratch and then to tourism marketing and branding. A self-confessed food and wine experienter Royce is constantly looking to capture great Canadian food experiences to help promote Canada to the world – talk about a perfect combination!

9:00am – 9:30am • ROOM 200D

ACADEMIC

DEVELOPING AUTHENTIC FOODSERVICE TO SUPPORT THE DEVELOPMENT OF ATTRACTIONS IN GHANA

Augusta Adjei-Frempong, Ph.D. Student, Bournemouth University

Foodservice outlets have the potential to enhance the experience of visitors to a wide range of visitor attractions. As such introducing authentic foodservice outlets could potentially play a significant role in the development of cultural-heritage and natural attractions in Ghana. Consuming local traditional foods leave nostalgic, memorable feelings, which create 'golden locations' and in turn encourage repeat visits and increase visitor traffic at these locations.

In this way the concept embraces the integration of global economic, political and cultural processes at different places, among different people and within different experiences of the location and how its significance affects their identity as individuals and as groups.

About Augusta Adjei-Frempong:

Augusta is a PhD Researcher at the School of Services Management, Bournemouth University in the United Kingdom; and Staff at the Department of Vocational Technical Education, Cape Coast University in Ghana.

EXAMINING FARMERS' MARKETS AS CULINARY
TOURISM ATTRACTIONS

*Dr. Carol Silkes, CEC, Assistant Professor,
University of Memphis*

Local farmers' markets, generally thought to be a community resource, have begun to play a critical role in connecting visitors interested in culinary tourism. The effects of culinary tourism can be viewed impacting the sustainability of a community economically, environmentally, and socially. This study explored the motivations of visitors at farmers' markets and investigated the relationship between key constructs such as motivations, satisfaction, and repeat visitation.

Quality food and a superior shopping facility could be pivotal to a development of a successful culinary tourism attraction, thus impacting the sustainability of a community economically, environmentally and socially. This study contributes to the understanding of culinary tourists' trip motivations with respect to a niche tourism market study. Limitations and future research directions are addressed.

About Dr. Carol Silkes:

Dr. Carol Ann Silkes, Ph.D., is an Assistant Professor at the University of Memphis in the Kemmons Wilson School of Hospitality and Resort Management. Dr. Silkes is classically trained in culinary arts and is recognized as a Certified Executive Chef by the American Culinary Federation (ACF).

EFFECTS OF RESTAURANTS AND CULINARY TOURISM
ON PHYSICAL AND SOCIAL FORM

Tracie Goldman, City Planner, North Hempstead, New York, USA

Explore the increasing prevalence of restaurants and culinary tourism as a source of economic growth and its distinct impact on urban form. Planners and local officials across the country should be ready to address and guide this process appropriately in years to come. Literature review and quantitative analysis are used to examine contributing factors for growth and current activities within the field. Sector data and location quotients are presented to track trends and reveal industry composition. Case studies of Montclair, New Jersey and New Hope, Pennsylvania call attention to significant real life conditions and negative externalities associated with the restaurant industry. Finally, lessons and tools are offered for planners and local officials to use in maximizing community benefits and limiting equity issues. Challenges and limitations of implementation and research are also addressed, as well as opportunities for further research.

About Tracie Goldman:

Tracie Goldman, AICP, holds a bachelor's degree in Sociology from Vassar College and a master's degree in Urban Planning from Columbia University. Ms. Goldman is currently a Planner for the Town of North Hempstead, New York, a role in which she manages a variety of land use and historic preservation matters.

UNDERSTANDING CONSUMER PERCEPTIONS OF LOCAL
Iain Murray, Ph.D., Associate Professor, University of Guelph
Carrie Herzog, Ph.D. Student, University of Guelph

This session will present findings of an empirical research study conducted in late summer 2009 on what the word “local” means to consumers and their expectations about what “local” implies on a restaurant menu. We are currently extending this work to examine the experience of restaurateurs who emphasize the use of local foods as a part of their marketing strategy. The key questions of the study – “does a local focus increase the business volume and profits of a restaurant” and “does marketing local products change the profile of the consumer (i.e. local or tourist)” – may illuminate the value of marketing local and its impact on the consumer profile. We anticipate that the study will also address the extent to which “things culinary” factor into the travel plans of tourists, particularly domestic tourists since they comprise approximately 70% of all tourists in Canada and the USA.

About Carrie Herzog:

Carrie graduated with an M.B.A. in Hospitality and Tourism Management from the University of Guelph, Canada and is currently pursuing there a Ph.D. in Services Management. Her current research interests are in sustainable food practices associated with culinary tourism events and the implication of sustainability to the supply and value chains.

About Iain Murray:

Iain Murray is currently a faculty member at the University of Guelph, School of Hospitality and Tourism Management where he currently teaches courses on tourism policy and planning, and hospitality facilities design. Prior to his university career, Iain served as a Food Services specialist officer in the Canadian Forces in postings across Canada and in the Middle East, then he spent three years as director of dietetics at a 1000-bed hospital.

CUSTOMER INVOLVEMENT & DINING SATISFACTION
Dr. Carol Silkes, CEC, Assistant Professor,
University of Memphis, Tennessee

In contrast to western styles of food preparation and service, traditional Asian food preparation and service styles have often included participation in the dining process, allowing customers the opportunity to cook the food as part of the dining experience. This study suggested that the customers’ involvement in the cooking process as an attribute for greater dining satisfaction. The study investigated dining satisfaction attributes and the factors influencing them. It also investigated hedonic and utilitarian evaluation, and positive and negative affectivity. Results indicate that customer involvement in the cooking process had a positive impact on dining satisfaction. The outcomes of the study help in understanding the expectations of American customers toward Asian food and finding strategies to increase satisfaction. In addition, this study provides some valuable marketing implications regarding customer involvement with a dining experience and satisfaction.

About Dr. Carol Silkes:

Dr. Carol Ann Silkes, Ph.D., is an Assistant Professor at the University of Memphis in the Kemmons Wilson School of Hospitality and Resort Management. Dr. Silkes is classically trained in culinary arts and is recognized as a Certified Executive Chef by the American Culinary Federation (ACF).

HOW GHANA USED THE UN'S INTERNATIONAL TOURISM DAY TO PROMOTE CULINARY TOURISM

*Dr. Edward Addo, Ph.D., Assistant Professor,
University of Newfoundland*

Cultural diversity was one of the national attributes that the United Nations World Tourism Organization (UNWTO) considered in choosing Ghana to host the 30th International World Tourism Day Celebration on September 27, 2009 under the theme 'Tourism, Celebrating Diversity'. Ghana had a golden opportunity to leverage the UNWTO's decision to promote her culinary tourism. Ghana's tourism industry has been growing by leaps and bounds since the late 1980s due to favorable public policy and tourism plans, and private-sector investment in hospitality facilities such as hotels and restaurants. Although in recent years more attention has been paid to ecotourism or nature-based tourism, cultural tourism is still the backbone of the tourism industry. Hospitality, club, restaurant, bar, and event managers, tour operators and other providers in the tourism industry promote Ghana's culture by providing or selling traditional foods and drinks to international and domestic tourists and regular customers.

About Dr. Edward Addo:

Dr. Edward Addo was born and raised in Ghana, West Africa and has an extensive academic history spanning qualifications from universities all over the world. He has been a speaker at a number of events, and his teaching expertise and research interests focus on Ghana's tourism industry.

CONFERENCE INFORMATION AND POLICIES

Conference Admission and Identification

Registered delegates, speakers and members of the press are required to wear a name badge for admission to all conference sessions and events. Full conference registration includes admission to all sessions. The mobile educational workshops and Local Food, Global Perspectives Dinner are an optional, additional cost. Conference registration and activity fees are non-refundable.

Registration Desk

The registration desk is located on Level 2 of the World Trade and Convention Centre and will be open during the following times: Saturday, September 18 (1 – 5pm); Sunday 19 (8am – 7pm); Monday, September 20 (7am – 8pm); Tuesday, September 21 (7am – 7pm).

First Aid

For First Aid assistance please go to the conference registration desk or to the information desk, Argyle Street level, World Trade and Convention Centre and assistance will be summoned for you.

Sessions

All sessions are being held at the Trade Centre except for the mobile educational workshops on September 19. The Conference Overview on the inside cover outlines the times and titles for each session. While conference tracks have been organized according to professions (sessions oriented for food/beverage professionals, travel professionals or researchers), you are welcome to attend any session you choose.

Trade Centre Floor Plan

Consult the posted floor plan, or ask at the Registration Desk if you need help finding a room.

Dietary Concerns

Please identify yourself to the server if you have advised us in advance of allergies or dietary concerns that require a special meal. We will make every attempt to accommodate delegates who did not advise of special meal requests ahead of the time but cannot guarantee that we will be able to accommodate all late requests.

Conference Manager

Sandie Currie, Conference Manager, will be on site for the duration of the conference. Feel free to contact her at the Registration Desk with any concerns or questions you may have.

Timing

All sessions will begin and end at scheduled times. We ask your assistance to facilitate this by making every effort to move expeditiously from session to session. Please continue discussions that run late in the hallway or at the next function.

Speakers

The Association is pleased to be able to present a wide variety of experienced leaders from the food, beverage and travel industries to share their knowledge with delegates. Opinions conveyed by speakers are not necessarily the views of the Association. The Association will not be held liable for controversial or inaccurate statements made by speakers or the media.

Mobile Devices

Please respect the presenters and your fellow delegates by switching your mobile devices during sessions to the off or silent position.

Green Meetings

The Association has attempted to comply with international Green Meetings standards to reduce waste at large meetings. We ask your help in this effort. Please be aware of your use of plastic containers and reduce consumption wherever possible. Please return lanyards (name tags) to the Registration Desk and we will happily reuse them. The Association has also made every effort to support local agricultural producers whenever possible. Remember that it is our duty as responsible global citizens to support local sustainable agriculture and reduce/reuse/recycle whenever possible. Thanks for your help.

Memberships and Partnerships

If you are not already a member of the International Culinary Tourism Association, please ask one of our staff for more information.

Future Educational Events

Please visit www.culinarytourism.org for post-conference news and pictures.

Our Association is pleased to announce our 2011 Culinary Tourism World Tour. Our Association President Erik Wolf will travel to multiple destinations each year for a one-day intensive workshop on culinary tourism. We usually partner with destination marketing organizations. Costs are low so everyone can attend. We're also accustomed to working with interpreters so language is not a problem. Contact us if you are interested in holding an event in your region.

Thank you!

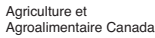
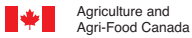
A special thank you to all of our wonderful volunteers for making this event happen!

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