

3<sup>rd</sup> International Conference UNITWIN UNESCO Chair  
“Culture, Tourism, Development”

# Tourism and Gastronomy heritage: Foodscapes, Cuisine and Gastronomy Tourism Destinations



Turisme i patrimoni gastronòmic: paisatges alimentaris, cuina i destinacions de turisme gastronòmic / Turismo y patrimonio gastronómico: paisajes alimentarios, cocina y destinos de turismo gastronómico / Tourisme et patrimoine gastronomique: paysages alimentaires, cuisine et destinations touristiques gastronomiques / Turismo e patrimonio gastronomico: paesaggi alimentari, cucina e destinazioni turistiche gastronomiche / Turismo e patrimônio gastronômico: paisagens alimentares, cozinha e destinos turísticos gastronômicos

Barcelona (Catalonia, Spain), June 16-19th 2014

## First announcement and call for papers



• Chaire UNESCO  
• Culture, Tourisme,  
• Développement



## INTRODUCTION

The **3<sup>rd</sup> International Conference UNITWIN UNESCO Network “Culture, Tourism, Development”** centred on **Tourism and Gastronomy heritage: Foodscapes, Cuisine and Gastronomy Tourism Destinations** to be held from June 16 to 19, 2014 in Barcelona (Catalonia, Spain).

This meeting aims to present current research and trends in gastronomy heritage and tourism based on biodiversity and cultural diversity of our territories, most of them promoted as gastroregions and gastronomy tourism destinations.

UNESCO has contributed to reinforce the gastronomy heritage promoting universal value of cultural landscapes, more of them foodscapes, inscribed in the World Heritage List; including culinary and traditional food manifestations and expressions in the Immaterial Heritage List; or promoting gastronomy as category at the network of Creative Cities. European Cultural Routes promoted by Council of Europe also included initiatives related to foodscapes as the Olive Oil Route or Iter Vitis – the Ways of the Wine and includes culinary heritage as a transversal item.

This multidisciplinary conference is co-organized by the UNESCO UNITWIN "Culture, Tourism and Development" Chair coordinated by University Paris 1 Panthéon Sorbonne and the Universitat de Barcelona and IBERTUR Network with the collaboration of several international and national public, private and third sector organizations.

Josep Pla, a Catalan writer said that *“the cuisine of a land is its landscape inside a casserole”*. The passion for seafood, mountain and agricultural products, and the richness and originality of the traditional cuisine are the reason why Catalan cuisine has become one of the most admired on the World. The first books written in Catalan about our cuisine are *The Book of Sent Soví* (1324), an anonymous manual with a hundred recipes, and the *Llibre de coch* (Book of the Cook) (1520), by Robert de Nola, both are authentic treasures for cuisine lovers. Now, we are preparing the candidature to inscribe the safeguarding Catalan culinary initiatives to the best practice register of the UNESCO Convention of Immaterial Heritage.

Catalonia is one of the European gastroregions and a unique gastronomy tourism destination. We invited you to share with us our culinary heritage and to enjoy with our gastronomy experiences visiting Barcelona and Catalonia during the conference and in the academic visits.



## THEMATIC AREAS

- Sustainable tourism policies and strategies of UNESCO World Heritage sites and UNESCO Intangible Heritage List related to gastronomy and UNESCO Creative Cities for Gastronomy
- The role of geographical and traditional food indications for regional tourism development
- Foodscapes and productive cultural landscapes.
- Gastroregions and gastronomy destinations
- Food museums for local and regional tourism development.
- Heritage gastronomy in restaurants, hotel-restaurants, guest and rural houses: strategies and alliances.
- Identity and heritage food products and traditional cuisine in lodgement and transport companies.
- New food tourism icons: markets places; centenary, traditional or innovative food shops; ...
- Wine tourism, oleotourism, holerotourism, fish tourism or ichthyotourism
- Food and wine routes and itineraries.
- Creative tourism and gastronomy experiences
- Slow tendencies: slow food, slow tourism,..
- Policies for gastronomy heritage and food tourism and national, regional or local development.
- Public-private partnerships for gastronomy tourism promotion and commercialization: associations, product clubs,...
- Role of institutions, associations, foundations and gastronomy academies to promote and to consolidate quality food tourism.
- Specialized food tourism agencies.
- The impact of guides and reviews rankings for tourism food development: Michelin, Restaurant, Tripadvisor,...
- Food tourism branding and promotion through films and series
- Media and social media for the promotion of food tourism.

**Official Languages for papers: Catalan, English, French, Italian, Portuguese and Spanish.**

**Opening, closing and key-speakers sessions will be translated to English & Spanish**





## CALL FOR PAPERS

**The Abstract submission deadline is December 12, 2013**

Researchers, academics, actors, experts, professionals wishing to submit a paper should send in one of the official languages by email to: Dr Jordi Tresserras Juan: [jjuan@ub.edu](mailto:jjuan@ub.edu)

Desired presentation proposals:

- Title of the paper
- 1 summary of 1000 words
- The presentation and details of the author

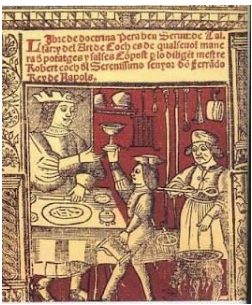
Authors of selected abstracts will be notified by February 1, 2014.

Presentation of 15 minutes + additional time will be available for discussion at the end of the paper presentations

A publication of the conference proceedings is planned.

### KEY DATES

- **July 2013: First circular - Conference announcement and call for papers**
- **October 2013: Second circular - Second call for papers**
- **December 20, 2013: Deadline for abstracts submission**
- **1st February: Answers to authors of selected abstracts**
- **Late April 2014: Third round: conference program and scientific excursion**
- **15-16, 2014: Pre-Meeting visit. Terres de l'Ebre, UNESCO Biosphere reserve.**
- **June 1, 2014: Deadline for definitive texts submission.**
- **June 16, 2014: Opening of the conference**
- **June 16-18, 2014: Academic sessions**
- **June 19, 2014: Post-Meeting visits to Girona, Palamós and Barcelona.**
- **June 20, 2014: Meeting UNITWIN UNESCO Network "Culture, Tourism, Development"**
- **October 31, 2014. Proceedings edition.**



## PARTICIPATION FEES

### CONFERENCE REGISTRATION

**Registration before February 28, 2014: 350 EUROS (Students / Master / PhD: 150 EUROS)**

**After 1<sup>st</sup> Mars, 2014: 400 EUROS (Students / Master / PhD: 175 EUROS)**

**Registration for accompanying persons: cocktail opening and gala dinner: 50 euros**

The conference registration fee includes access to the conference, the book of abstracts, cocktail opening, coffee breaks, lunches and gala dinner (evening June 18). It does not include excursions.

### SUBSCRIBE TO THE ACADEMIC EXCURSION

Pre and post-meetings visits show experiences related to heritage and gastronomy. Registration for the tours are optional but subject to a conference registration.

#### Two days pre-conference academic visits June 14-15

- **Terres de l'Ebre – Foodscapes and gastronomy tourism experiences in a UNESCO Biosphere Reserve. Amposta, Deltebre and Sant Carles de La Ràpita.**

Cost per person:

- With accommodation in a single room: 180 €
- With accommodation in a double room: 150 €

This professional and academic visit includes transportation from Barcelona, visits and experiences, meals and accommodation for the night of 14 June.

#### One-day academic visit – June 19

- **L'Ametlla de Mar – Tuna fisheries and traditional Catalan cuisine by local fish restaurants - 60 €**

- Girona – (pending)
- Priorat – Wine tourism in a unique landscape – 60 €
- Palamós – Fishery Museum and Fish Space - 60 €
- Vic – Candidate to UNESCO Creative City for Gastronomy – 60 €

#### Half-day academic visit – June 19

- Barcelona – 40 € (include lunch)

#### PAYMENT TERMS

Payment of Registration for the conference, the gala dinner and scientific excursion will be made by bank transfer.

#### Bank details:

Bank: CAIXA BANK SA “La Caixa” – Agencia Sants-Begur, Ctra. Sants, 295 – 08028 - Barcelona

Name of the organisation: IBERTUR

Account: 2100 – 3135 – 11 - 2200196262

Concept: BARCELONA UNESCO UNITWIN

SWIFT BIC: CCAIXESBBXXX

IBAN: ES47 2100 3135 1122 0019 6262

#### CANCELLATION POLICY

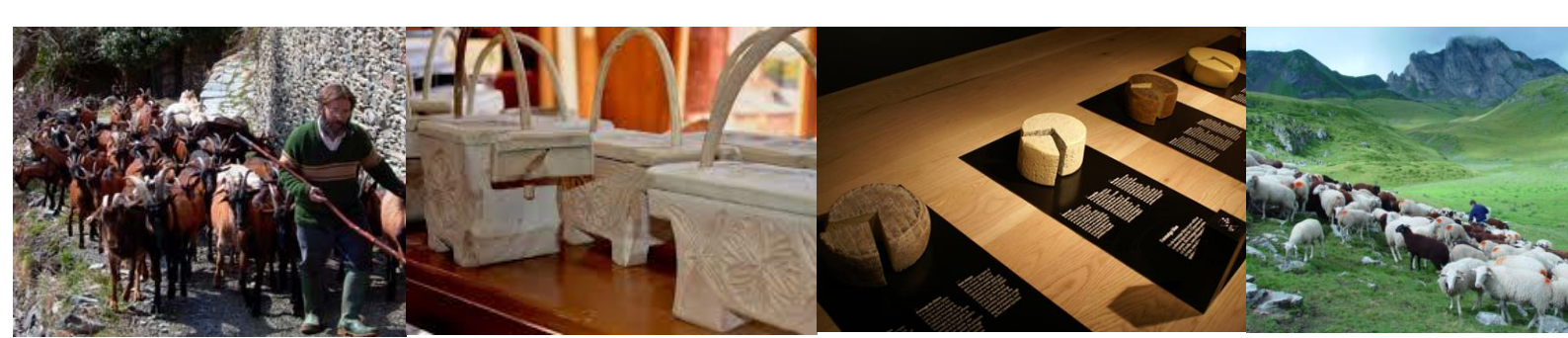
Only cancellations made in writing before May 17, 2012 will be accepted. However, the amount of 100 € will be retained for administrative costs. After this date, no request for cancellation or refund will be accepted.

#### LODGEMENTS IN BARCELONA: HOTELS, PENSIONS, APARTMENT ACCOMMODATION AND YOUTH HOSTELS

##### Turisme de Barcelona

[http://www.barcelonaturisme.com/English/\\_3Ngb8YjSpL29\\_gAcUw0CT5D8seZUJVAnN\\_Jmiuy75kPKqqpSHnkQhga\\_AF-safd3gQ\\_muDJUKaJeSnxs7Y0ddmlra7wqMC1WwP0iyKz6UZbQ](http://www.barcelonaturisme.com/English/_3Ngb8YjSpL29_gAcUw0CT5D8seZUJVAnN_Jmiuy75kPKqqpSHnkQhga_AF-safd3gQ_muDJUKaJeSnxs7Y0ddmlra7wqMC1WwP0iyKz6UZbQ)

The area name near where meeting will take place is “Ciutat Vella” (City Centre)



## ORGANIZING COMMITTEE

### PRESIDENT

**Josep Maria Pelegrí** (Minister of Agriculture, Livestock, Fisheries, Food and Environment, Generalitat de Catalonia / President of Mediterranean Diet Foundation & President of the candidature of “Catalan Cuisine - Safeguarding of culinary heritage in Catalonia” to best practices register of the UNESCO Immaterial Heritage)

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**Manos VOUGIOUKAS** (CHARTS Project Coordinator)  
**Lisheng ZHONG** (Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences, Beijing, China)  
**Igor ZORIN** (Russian International Academy for Tourism / UNESCO Chair on cultural tourism for peace and development, Moscow, Russian Federation)



**SECRETARY OF THE MEETING**

# LABPATC

Laboratori de Patrimoni, Creativitat i Turisme Cultural



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LABPATC is a spin-off created in June 2012 by Universitat de Barcelona and IBERTUR Network for the implementation of the applied research program and technical assistance associated to the CHARTS project and the European Cultural Tourism Network.

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Hashtag #foodtourismBCN

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