

EUROPEAN CULINARY TOURISM CONFERENCE | VIENNA

INVITATION

Cuisine and fine dining as conveyors for national and regional culture have been more and more recognized and exploited by the tourism industry during the last years.

How important is Culinary Tourism actually for regions? What are successful product innovations and concepts? Who is the culinary tourist? What is the fascination about cuisine and fine dining?

The European Culinary Tourism Conference offers the unique opportunity to discuss these questions with international leading academics and practitioners.

DATE **March 3-4, 2011**

CONFERENCE VENUE

FHWien University of Applied Sciences of WKW, Währinger Gürtel 97, 1180 Vienna

ORGANIZERS

Institute for Tourism-Management of FHWien University of Applied Sciences in collaboration with the College of Polytechnics Jihlava/Czech Republic

REGISTRATION

Please register as participant until February 19th 2011: <https://www.conftool.net/CulinaryTourism2011/>

CONFERENCE LANGUAGE

English – there will be simultaneous translation in German and Czech

FURTHER INFORMATION

Please find further details about the conference here:
<http://www.fh-wien.ac.at/tourismus-management/european-territorial-co-operation/european-culinary-tourism-conference/>



Under the patronage of Dr. Reinhold Mitterlehner, Federal Minister of Economy, Family and Youth

An event of the Institute for Tourism-Management and the College of Polytechnics Jihlava as part of the project SCR.
Co-financed by the European Union by the European Regional Development Fund

CONFERENCE PROGRAMME

Thursday, March 3rd 2011

8:30 am	REGISTRATION				
9:15 am	WELCOME FH-Prof. Mag. Michael MAIR, FHWien University of Applied Sciences of WKW, Institute for Tourism Management Room B001 OPENING SPEECH Prof. C. Michael HALL, PhD, University of Canterbury, New Zealand Room B001				
10:00 am	KEY NOTE CULINARY TOURISM PRODUCTS Erik WOLF, M.A., CCTP, President & CEO, International Culinary Tourism Association, USA Room B001 KEY NOTE CULINARY TOURISM & REGIONS Prof. Kevin FIELDS, University of Gloucestershire, UK Room B001 DISCUSSION				
11:00 - 12:00 am	PANEL 1: CULINARY TOURISM REGIONS & PRODUCTS Room B002 Moderation: Michael MAIR		PANEL 2: CULINARY TOURISM PRODUCT/CONCEPT PRESENTATIONS Room B003 Moderation: Nadine FAULAND		
	NETWORKING AND FOOD KNOWLEDGE DYNAMICS Prof. Dr. Henrik Halkier, Aalborg University, Denmark		CULINARY SPECIALITIES OF MORAVA REGION Prof. Ing. Eva Schwartzhoffova, PhD Palacky University Olomouc, Czech Republic		
	ENTRECOTÉ VS. SAUSAGE ROLL MRes. Florian Aubke, Prof. Ivo Ponocny, Sandra Staniek, BBA Modul University Vienna, Austria		ODER CULINARIUM Prof. Dr. Hartmut Rein, CEO BTE Tourismus Management, Regionalentwicklung, Berlin, Germany		
	EU AGRICULTURAL PRODUCT QUALITY POLICY Ing. Jiří Dušek, PhD, Ing. Ladislav Skorepa, PhD College of European and Regional Studies Management and Marketing Services, České Budejovice, Czech Republic		CZECH CULINARY DELIGHTS Mgr. Anica Djokic, MBA, College of Polytechnics Jihlava, Czech Republic		
	FOOD TOURISM AS MEANS OF REGENERATION Vincent Zammit, Institute of Tourism Studies Centre for Cultural and Heritage Studies, St. Julians, Malta		CHEF'S TABLE Adventure Catering, Vienna, Austria		
	DISCUSSION		DISCUSSION		
12:30 am	LUNCH Room B102/A110				
02:00 - 03:00 pm	PANEL 3: CULINARY TOURISM IN EDUCATION Room B002 Moderation: Daniela WAGNER		BEST PRACTISE WORKSHOPS – SUCCESSFUL CULINARY TOURISM CONCEPTS Room B003		
	TOURING THE WINE-GROWING GEMS OF SOUTH MORAVIA Zuzana Jahodová, College of Polytechnics Jihlava, Czech Republic		FAIRTRADE		
	INTERN. STUDENTS WORKSHOP ABOUT CULINARY TOURISM Students team				
	INTERNATIONAL SOCIETY OF TRAVEL AND TOURISM EDUCATORS Doc RNDr. Prof. Jiří Vaniček, College of Polytechnics Jihlava, Czech Republic				
INFLUENCE OF HISTORIC INSPIRATION ON THE CREATION OF REGIONAL CULINARY DELIGHTS Pavel Slavko, PhD, Schloss Cesky Krumlov, Czech Republic					
	DISCUSSION				
03:30 pm	COFFEE BREAK				
04:00-05:00 pm	BEST PRACTISE WORKSHOPS – SUCCESSFUL CULINARY TOURISM CONCEPTS				
	MY PRODUCT Room B107	GENUSSREGION GRAZ Room B108	BIOPARADIES SALZBURGERLAND Room B109	AGRARMARKT AUSTRIA Room B110	REGION SOUTH MORAVIA Room B003
7:30 pm	DINNER – “AUSTRIAN Delights”				

CONFERENCE PROGRAMME

Friday, March 4th 2011

8:30 am	REGISTRATION	
9:15 am	OPENING Room B001	
9:30 am	KEY NOTE CULINARY TOURISTS Prof. Dr. Jaksa Kivela, The Hong Kong Polytechnic University, China Room B001 KEY NOTE CULINARY TOURISM & PHILOSOPHY Jennifer Iannolo B.S., CEO, The Gilded Fork, LCC, New York, USA Room B001 Discussion	
10:30-11:30 am	PANEL 1: CULINARY TOURISTS / CULINARY TOURISM & PHILOSOPHY Room B002 Moderation: Michael MAIR	BEST PRACTISE WORKSHOPS – SUCCESSFUL CULINARY TOURISM CONCEPTS Room B003
	UNDERSTANDING TOURISTS' COMPLEX FOOD RELATIONS Prof. Anette Therkelsen, PhD, Prof. Bodil Blichfeldt, PhD Aalborg University, Denmark	GENUSSREGIONEN MARKETING
	FOOD CULTURE IN THE SOUTHERN UNITED STATES Abel Duarte Alonso, PhD, University of Western Sydney, Australia, Martin A. O'Neill, Auburn University, Alabama, USA Yi Liu, Curtin University, Western Australia	
	CAPTURING CULTURE IN CULINARY TOURISM Dr. Marta Juszti, PhD, Budapest Business School, Hungary	
	AUTHENTICITY AND RURALITY IN FARM SHOPS Kasper Ostrowski, PhD, Aarhus University, Denmark	
	DISCUSSION	
12:00 am	LUNCH Room B102/A110	
01:30-02:30 pm	PANEL 1: CULINARY TOURISTS / CULINARY TOURISM & PHILOSOPHY Room B002 Moderation: Michael MAIR	BEST PRACTISE WORKSHOPS – SUCCESSFUL CULINARY TOURISM CONCEPTS Room B003
	THE CULTURAL SIDE OF TOURISM Prof. Monica Perez MA, Prof. Antonio Castanon, Prof. Walter Cisneros, PhD University of Guanajuato, Mexico	SLOW FOOD INTERNATIONAL
	LANGUAGE BARRIERS MENUES FOR INTERNATIONAL TOURISTS Maurice J. O'Brien, MA, BSc, Institute of Technology Tralee, Ireland	
	THE CANNIBAL FEAST: A STEREOTYPE IN THE CLASH OF CULTURES Andrea Hübner, Budapest Business School, Hungary	
	DISCUSSION	
03:00 pm	CONFERENCE CLOSING Room B001	

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