

ATLAS

Gastronomy and Tourism Research Group Meeting

"New approaches for providing customer experiences in gastronomy tourism"

Bergamo, Italy

22nd to 23rd of February of 2018

PROGRAMME

Thursday, 22nd February

9.00 – 9.45

- Opening of meeting
Sant'Agostino, conference room, Via della Fara, Bergamo
- Opening of the conference
Roberta Garibaldi
- Academic Welcome
Rossana Bonadei
- Background to ATLAS Gastronomy and Tourism Research Group
Carlos Fernandes & Anne-Mette Hjalager
- Introduction to participants
Carlos Fernandes

9:45-11:00

Supplier-driven business models in rural gastronomy tourism
Anne-Mette Hjalager

Exploring a model for developing gastro-tourism destinations
Carlos Fernandes & Paulo Carrana

Involving local producers in tourism, the case of "Benvinguts a Pages" (Welcome to the farm)
Silvia Aulet Serrallonga

11.00-11.15

- *Coffee Break*

11.15 – 12.30

Gastronomic Memories in Hospitality: Are we leaving the table hungry?

Bill Gregorash

Food in the Tourist Experience: A Systematic Literature Review

Susana Andreia Salgueiro Rachão

Mcdonaldization against typicity. For a new idea of food and wine tourism.

Rossano Pazzagli, Antonella Golino

12.30-15.10

Lunch

15.10 – 16:15

Food tourism experiences as factor stimulating positive relationship among stakeholders and visibility for the region

Roberta Garibaldi & Elena Viani

Along the countryroad of taste: food and wine tourism for the promotion of the Murgia territory

Angela Coscia

Wine hospitality - not only wine tastings - the academic training of "wine hospitality manager"

Cristina Mascanzoni Kaiser

16.15-16.30

- Coffee Break

16.30-17.45

The narrative of a creative experience in the National Park Peneda-Gerês (Portugal): a 'Natural Pantry'

Olga Matos, Alexandra Correia

Children as gastronomy (culinary, food) tourists

Karolina Buczkowska-Golabek

A Bibliometric study in the consumption of local food

Rui Amaral, Jaime Serra & Patrícia Pinto

17.45-18.15

- Discussion

Friday, 23rd February

9.00 – 10.15

Opening meeting

UniBg, Piazza Rosate 2, Meeting room, third floor

Reinforce wine and gastronomy identity through storytelling and creative tourism strategies

Josefina Olívia Marques & Godinho Salvado

"Traveling for food: An analysis of Italian tourists' attitudes and behaviors"

Roberta Garibaldi & Andrea Pozzi

Towards a holistic wine experience the German approach of the "culture and wine-ambassador"

Werner Gronau & Tim Harms

10.15-10.30

- Coffee Break

10.30-12.45

Experiential gastronomy tourism in rural areas: study of cases in southern Piedmont (Italy)

Enrico Ercole

Gastronomic festivals for (re)covering peripheral areas. Evidences from Castellalto, Central Italy

Dante Di Matteo & Giacomo Cavuta

Street food as sensory experience to know the cities

Salvatore Lampreu & Sivia Battino

12.45 – 15.15

Lunch

15.30-16.30

The Industrial District of Gastronomic Tourism: the case of Pinchos in Barcelona
Maria del Pilar Leal Londoño

Gastrodiplomacy and Tourism
Wantanee Suntikul

"Intimacy-based approaches in the food tourism sector"
Katia Laura Sidali

16.30-17.30

- Discussion
- Publication plans
- Future meetings