

Gastronomic Cities

4th-6th September 2014
Alba Iulia (Romania)



ARRIVAL OF PARTICIPANTS AND ACCOMMODATION

Participating Cities

Burgos – Spain

Hospitalet de Llobregat – Spain

Korydallos – Greece

Fermo – Italy

Alba Iulia -Romania

Agenda

Gastronomic Cities. II Staff Exchange: *Transnational event.*
5th- 6th September 2014. Alba Iulia (Romania)

Thursday, 4th September 2014

Afternoon session

Steering Committee Meeting - Location Hotel Parc Conference Room

Friday, 5th September 2014

Morning session

Location Vila Preciosa

09:00 Arrival, registration and material delivery (*Local press and ULSG members will be present from 16:00 onwards*)

09:20 - 09:40 Ms Maria Seemann, Public Manager and Project Manager: Welcoming and introductory words

09:40 - 10:10 Mr Janez Sirse – Gastronomic Cities Project impact at EU level

10:10 - 10:50 Mr Ciprian Moldovan, Manager at “Vila Preciosa” – Gastronomy as Excellence in Tourism Business Model + Vila Preciosa Kitchen presentation and tour

10:40 - 11:00 Coffee Break

11:00 - 11:40 Mr Adrian Docea (developer of Alba Iulia City Logo) – Tourism and gastronomy policies at Municipality/region level for supporting gastronomic and tourism development

11:40 - 12:30 Chef Toma Ioan Cosmin – The importance of traditions in gastronomy based activities + Presentation of personal Cooking Book

12:30 - 14:30 Networking lunch .

Friday, 5th September 2014
Afternoon session
Location Hotel Parc

15:00 - 16:00 Preparatory session by the cooks at Hotel Parc

16:00 - 18:00 Chefs cooking demonstration at Hotel/Restaurant Parc (Chefs from Alba Iulia, Burgos, Korydallos, Fermo, L’Hospitalet – *open for the public and the press, max.60 persons*)

17:00 - 17:10 Coffee break

18:00 - 20:30 Participation at gastronomic events – *Roman Tavern “De Gustibus”*

Saturday, 6th September 2014
Morning session
Location Vila Preciosa

10:00 Arrival and registration

10:30 - 10:45 Ms Maria Seemann – debriefing session and comments on the previous day activities

10:45 - 11:30 Ms Rocio Rojo Arauzo – “Devora e Burgos” good practice

11:30 - 12:15 Mr Nicolaie Moldovan, City Manager – The impact of gastronomic based actions on the development of the tourism perspectives of the city in relation to the Urban Development Integration Plan of Alba Iulia Municipality

13:00 - 15:00 Field visit of good practices and Networking Lunch: Restaurant Hotel Medieval

Saturday, 6th September 2014
Afternoon session
Location Vila Preciosa

16:00 - 19:00 Alba Carolina tour with Mr Gabriel Rustoiu, Director of National Museum of Unification.

19:00 Wine and gastronomic exchange event .

Gastronomic Cities: City strategy on gastronomy as a tool for tourism and employment development is a Pilot Transfer Network within the framework of URBACT programme. The network, with 16 months of duration (starting in December 2013 and finishing in March 2015), involves 5 European cities through its municipalities: Fermo (Italy), Hospitalet de Llobregat (Spain), Alba Iulia (Romania) and Korydallos (Greece), led by the city of Burgos (Spain).

Gastronomic Cities identified as a good practice the experience developed by the city of Burgos setting Gastronomy as a strategic axis of tourism in the local agenda, facing the lack of territorial differentiation/positioning of the city as a tourist destination. Elements as the quality of local products, innovation and creativity, citizenship, public-private partnerships, research, city marketing... have been crucial components of the strategy. Taking into account that all territories have the mentioned gastronomic elements and resources (as well as professionals) to discover as well as tourism resources, *Gastronomic Cities* aims to validate that the generation of culinary tourism as a transforming element of a territory is extensible to other places.

The main goal is the transfer of the “gastronomic” good practice to the cities participating in the network, through a full programme to exchange and learn from one another, from 3 different angles: Validating and improving the identified good practice, identifying key elements of success for the transfer, and exploring new ways of transnational cooperation.

For this purpose, the *Gastronomic Cities* exchange and learning process, will be working in two levels:

- At the local level, involving the relevant stakeholders in the development and implementation of an Action Plan, through a participatory approach.
- At the transnational level, through a mutual learning approach where policy makers and local stakeholders will participate in transnational events, staff exchanges, and peer review milestones, that will allow them to be trained and deeply informed, and will enhance the local scenery.

<http://urbact.eu/en/projects/human-capital-entrepreneurship/gastronomic-cities/homepage/>

This Project is co-financed by European Regional Development Fund ERDF in the framework of URBACT II Operational Programme.

Transnational exchange and learning

- Baseline report
- Transfer Feasibility study
- Burgos Deep Dive: Technical visit to the “city providing the practice”
- 3 Staff exchanges: "Devora, es Burgos", Chefs and Producers
- Final report
- Transnational events in each city

Impact on local policies and practices

- Context definition
- Stakeholders Local Support Group in each city
- Implementation of the Good practice in each receiving city
- Local Action Plan