

Acknowledgements:



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DAAD Deutscher Akademischer Austausch Dienst
German Academic Exchange Service



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Faculty of Agricultural Sciences
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-Chair of Food Marketing-
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Göttingen and the Georg-August-University

Göttingen is a medium-sized city with a medieval town center. It has a huge cultural heritage since many personalities, scientists, Nobel-prize winners, artists and politicians lived here in former days.

The University of Göttingen was founded in 1737 and has about 25,000 students. It is one of the top-ten Universities in Germany (Elite-University).

The Department of Agricultural Economics and Rural Development is among Germany's best known departments in these fields of research.

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The Department of Agricultural Economics and Rural Development

Invites you to

The German-Italian Dialogues
dedicated to the interdisciplinary
topic of

Food, Agri-Culture and Tourism

Göttingen
December 15, 2009

INVITATION

Food, Agri-Culture and Tourism:

The conference assembles German, Italian and further European scholars from the research fields of food, agriculture and tourism.

The aim is to bring together experts to discuss state-of-the-art practices in this niche research stream and to develop new fields of cooperation.

Since conferences specifically dedicated to this topic have been lacking up to now, this event offers a unique opportunity to bring together experts for fruitful discussions and an exchange of research results and ideas.

Objectives:

The presentations will deal with these topics:

- ▶ What is the real potential of food preferences within the tourist industry ?
- ▶ Farm tourism in Italy and Germany: who is employing the “best practices” ?
- ▶ Which interdisciplinary approaches are possible in food tourism research ?

Conference Venue:



Paulinerkirche
Papendiek 14
37073 Göttingen

9.00 a.m.

Programm:

9.00 - 9.20 Welcome speech
Dr. Schulze (University of Göttingen)

First Track **Farm and rural tourism**
Chair: Dr. Sidali

9.20 - 9.45 Farm tourism in Europe: results of the Vigoni research
Dr. Sidali, Prof. Spiller (University of Göttingen) and Dr. Regoli, Dr. Vittuari (University of Bologna)

9.45 - 10.10 Rural tourism and sustainability: The case of the Italian agritourism
Prof. Scaramuzzi (University of Firenze)

10.10 - 10.35 From agricultural to rural: agritourism as a productive option
Dr. Bianchi (University of Bari)

10.35 - 11.05 **Coffee break**

Second Track

Food and tourism

Chair: Prof. Spiller

11.05 - 11.30 Educational farms in the Emilia-Romagna region: their role in food habit education
Prof. Canavari, Ms. Huffaker, Prof. Regazzi, Dr. Spadoni (University of Bologna) and Dr. Mari (RER)

11.30 - 11.55 The wine-routes in the Italian region of Friuli Venezia-Giulia
Prof. Cosmina, Prof. Gallenti, Prof. Prestamburgo (University of Trieste)

11.55 - 12.20 Wine makers and tourism - Opportunities and drawbacks of cooperative marketing using the example of the wine region Saale-Unstrut
Prof. Dreyer (University of Applied Sciences of Harz)

Sampling of regional specialties offered by the Göttinger Kochschule
12.20 - 14.00 **Lunch break**

Third Track **New avenues of research: online marketing, cross-cultural marketing and sensory marketing**

Chair: Dr. Schulze

14.00 - 14.25 Slow eating, slow living, slow travel. Are we facing a paradigm shift?
Prof. Visentin (USI University of Lugano)

14.25 - 14.50 Sensory marketing research: identification of the ideal flavour
Prof. Scharf (University of Applied Sciences of Nordhausen)

14.50 - 15.15 The “Risiko[®]” game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage
Dr. Santini (University of Firenze), Prof. Canavari (University of Bologna) and Dr. Cavicchi (University of Macerata)

15.15 - 15.40 E-Commerce horizons in the tourism industry - challenges for research and practice
Prof. Fuchs (Mid-Sweden University)

15.40 - 16.10 **Coffee break**

16.10 - 16.40 Conclusions: setting an agenda for collaborative research
Prof. Spiller (University of Göttingen)

“Vin d’honneur” offered by Schätzkel and Mas de Vedel