

Food Tourism Week

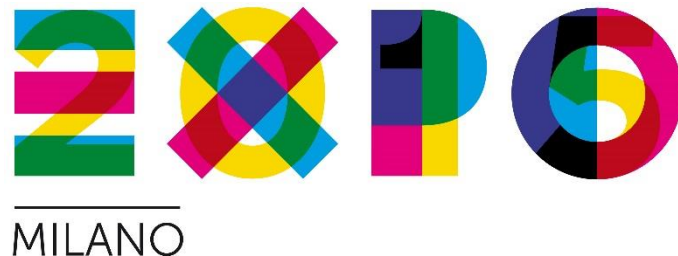
Milan, 28-30 September 2015

Conference and B2B on Food Tourism "Europe: the taste for travelling"

Panel 1: food-tourism trends - The Council of Europe's cultural routes and gastronomy

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Cultural Heritage and Gastronomy: a long-lasting link



Gastronomy is a combination of knowledge, experience, art and craft, which provides a healthy and pleasurable eating experience and it forms part of our identity and is an essential component of the European cultural heritage.

Gastronomy is one of the most important cultural expression of human beings. The term concerns all culinary forms, including those deriving from traditional local cuisine.



"The gentle art of gastronomy is a friendly one. It hurdles the language barrier, makes friends among civilized people, and warms the heart."

Samuel Chamberlain

*"Food is our common ground,
A universal experience".*

James Beard

"...the best poet is the man who delivers our daily bread: the local baker..."

Pablo Neruda



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The Mission of Cultural Routes

The Council of Europe's Cultural Routes contribute to the promotion of European identity and citizenship through knowledge and awareness of Europe's common heritage, and the development of cultural links and dialogue within Europe as well as with other countries and regions.

The Cultural Routes aim is to give visitors a full immersion experience into the European culture with a particular focus on themes of symbolic importance for European unity, history, culture and values and the discovery of less well-known destinations



Culture Routes and gastronomy some aspects:

Cultural Routes related to pilgrimages, **where food is a fundamental element** (The Via Francigena, The Santiago de Compostela Pilgrim Routes, The Route of Saint Olav Ways...)



Cultural Routes **whose main protagonist is gastronomy itself** (The Routes of Olive Tree, The Iter Vitis Route and The Roman Emperors and Danube Wine Route)

Cultural routes based on specific themes in which **food assumes an important role** (Transromanica, The European Route of Megalithic Culture..)

The Routes of the Olive Tree

The Routes of the Olive Tree (association of chambers of commerce around the Mediterranean) are itineraries of intercultural discovery and dialogue based on the theme of the olive tree, a universal symbol of peace and dialogue.



The Route of Olive Tree's aims are:
dialogue among "olive tree civilisations",
stocktaking and safeguarding of the olive tree heritage,
enhancement and international promotion of the olive tree on behalf of the local economies, by creating "synergies" among heritage, tourism and sustainable development.



The Iter Vitis Route

Iter Vitis is a cultural route focused on **landscapes and sustainable tourism**. The route aims to promote historic vineyards as a part of European identity, as a testimony to an ancient know-how and to the result of man's labour.

Wine tells the story of the life of people living in the territory. It creates social connections and fosters enhanced awareness of the landscape and of the history of the men and women that live there. It also promotes the idea of respect for the environment.



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The Roman Emperors and Danube Wine Route

Combining landscape, sport, built and intangible heritage

The Roman Emperors and Danube Wine Route crosses four countries of the Middle and Lower Danube Region – Croatia, Serbia, Bulgaria and Romania – encompassing 20 archeologic sites and 12 wine regions.

The archaeological sites with their individual and unique histories are monuments to the leadership of the Roman emperors along the northern frontier of the Empire. Wine Route incorporates the same regions which continue the tradition of wine production begun in Roman times. Visitors have thus several “points of access” to the route, according to their tastes and preferences.



Via Francigena - the Pilgrim's pouch

The Pilgrim's pouch is an initiative launched by the Cultural Route of Via Francigena to valorise the gastronomic delights along the route.

Currently, five categories of gastronomic products have been identified: bread, cheese, italian salumi, wine and puddings.

The Pilgrim's pouch is involving an increasing number of local producers who are contributing to create a wide range of Via Francigena typical products.



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LA BISACCIA
DEL PELLEGRINO
PILGRIM'S POUCH



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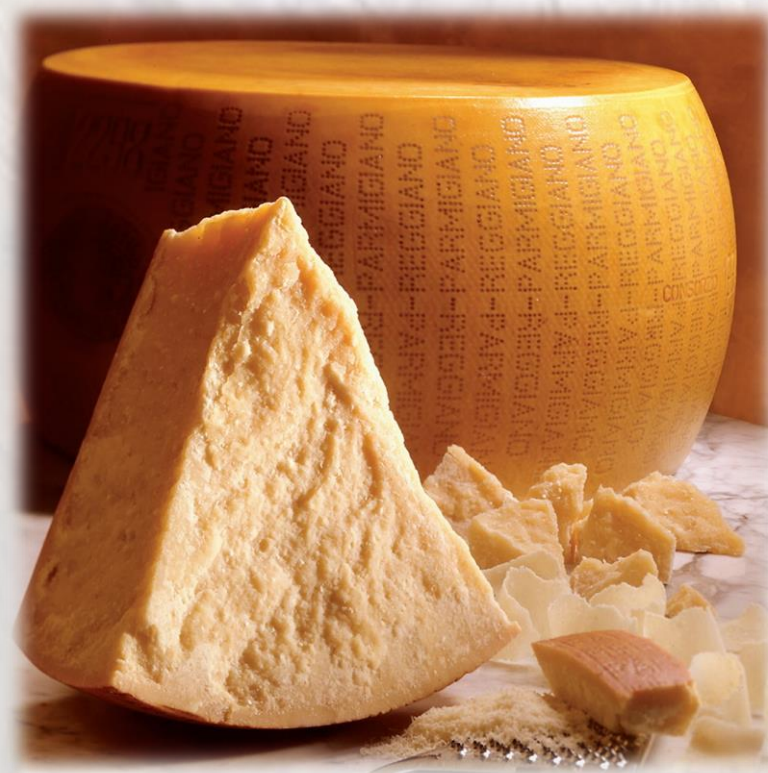
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Transromanica

Transromanica is a European cultural network connecting the common architectural Romanesque heritage of eight countries between the Baltic Sea and the Mediterranean. Transromanica has created a “culinary route”, offering typical food grown and produced by the monks and the surrounding communities in the Middle Ages.



Nowadays Transromanica brings visitors to memorable stops along the way to taste typical products that the region is identified with.



Transromanica organizes guided tour in the Modena province to discover Aceto Balsamico and Parmesan cheese places of production.



...and more gastronomic specialties may be tasted
along the Transromanica route:



400 km

Red and white wine in
Burgundy

Saxony-Anhalt

Bock beer and lager
specialties in Carinthia

Paray-le-Monial

Carinthia

Vezzolano

Alba Iulia

Tâmega
and Sousa

Pavia

Modena

Roast lamb and wine in
Castile and León

Santo Domingo
de Silos

Monks homemade wine and fruits in
serbian monasteries

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Tasting Europe – joint promotion with the European Travel Commission



Wine & Gastronomy in La...

The capital of La Rioja, Logroño, is perfect for wine and good gastronomy lovers. They can start scouring the market, visiting the oldest or the most innovative wineries or taking a tasting course of chocolate. It's always...

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Iter Vitis - The Ways of the...

"Iter Vitis - The Ways of the Vine in Europe" is a door onto exceptional wine territories. Certified by the Council of Europe in 2009, this cultural route is about discovering great wines, the finished product, but also unique...

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The Via Francigena

It was 990 A.D. when Archbishop Sigeric wrote down the 79 stages of his journey "de Roma usque ad mare" (from Rome to the sea) during his way back from Rome to the Episcopal seat of Canterbury (Durovernum in Latin), his...

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Thanks for your attention

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