



5<sup>TH</sup> INTERNATIONAL CONFERENCE  
OF OBSERVATORIO DE LA ALIMENTACIÓN AND FUNDACIÓN ALÍCIA



*Patrimonios*  
ALIMENTARIOS  
*turismos y sostenibilidades*

Barcelona, 18- 21 June 2019

Food heritage, like heritage in general, has been considered both a socio-cultural construction—which can symbolically represent an identity—and an added-value industry. The political-cultural logic emerges from the desire to recover cultural elements which, having disappeared or being in the process of disappearing, are considered an expression of identity. The commercial logic, on the other hand, tends towards appropriating as part of “heritage” anything that can be turned into a commodity, either because of its dimension as entertainment or as an object of consumption. These dimensions can be either exclusive or complementary.

Based on what has happened so far, it can be stated that all the knowledge and practices related to the production, transformation, distribution and consumption of food, and which are transmitted across generations within a region or community, make up a collective heritage. All of these elements are manifestations of an important biocultural diversity—they constitute an irreplaceable common legacy and occupy a specific space, still to be defined, within the agri-food universe. The diversity of terms used to designate these different elements ("traditional", "typical", "specific", "authentic", "local", "premium"... ) points to the difficulty of characterising and assessing this knowledge and these practices.

The main obstacle lies precisely in the cultural dimension of heritage. It involves aspects which are difficult to objectify or “normalise”, such as memory, tradition, identity, transmission and behaviour. Another difficulty is that it is a living heritage in many different ways, with all the problems involved in its management and maintenance. In addition, turning something into heritage causes a shift in its status, turning products specific to a local culture into premium products appreciated beyond their place of origin. Therefore, this conversion into cultural heritage, with its immaterial, fluctuating and pliable nature, becomes difficult to manage for the various stakeholders involved.

Many state and regional governments are actively seeking to learn about the food heritage of their populations in order to promote policies for production development and to boost local development through the promotion of local products and cuisine. Local cuisines are increasingly becoming resources that can be exploited as part of the tourist offer. The tourism and catering industries not only contribute to the promotion of traditional cuisine and its possible recovery, but also to its transformation and redefinition, under varying and sometimes conflicting parameters: on the one hand, the "selection", "reduction" and "simplification" of specific dishes and products considered to be representative, and on the other, their "idealisation", "replication" and propagation.

Indeed, the success of this food-as-heritage construct raises some specific concerns related to the production sector and its short-, medium- and long-term sustainability, in terms of its impact on the land and landscape, resources, activities, profits, and even local, regional and state-level food policies.

Given the possibilities for comparison offered by the international dimension of this Conference, the questions below are proposed as an invitation to participate and contribute answers based on our own diversity of experiences, countries, approaches, problems, types of involvement, responsibilities, etc.

Who are the main agents turning food into heritage, and what are their aims? What criteria have been used for the construction of a food heritage? How are environmental, social and economic benefits generated from the promotion of food heritage, and who are its beneficiaries?

Are the traditional know-how, food practices and local cuisines recognised as markers of living identities and cultures? How can such large and varied diversity be analysed? Are there practices, social groups or regions which are discriminated against in the food heritage map?

Is it necessary to change the strategies for turning "typical, local or traditional" cuisine into heritage in a world in which not only products, techniques and practices have been globalised at a speed never seen before, but also trends, fashions, values, information and food critiques?

From the point of view of food heritage and its sustainability, is tourism a right, a resource, an intrusion, a threat...? Does it bring about benefits and damages, "winners" and "losers"?

In the case of so-called rural tourism and food & wine tourism, what connections can be found between an experiential offer, visit or workshop, and the dedication to a "genuine" praxis? To what extent can the need to preserve this "genuine" praxis be questioned (beyond the need to define it more or less traditionally, adapt it to reality, develop it as a business model, invent new professionals, train them...)?

If global urbanites have discovered a source of well-being and entertainment in tradition, can rural and tradition-rooted communities be denied the possibility to boost their local products through their adaptation, innovation and creativity?

Faced with growing concern about food planning, supply and access to healthy and sustainable food in large cities, what role does food heritage play in securing this right? And what role does it play in the reformulation of the relationship between the countryside and the city? Or in development models and the transformation of the food system?

## **PRE-CONGRESS: June 18<sup>th</sup> Held at Fundació Alícia, Món Sant Benet.**

**Schedule:** 9.15h -17.30h (Departure from Barcelona at 8.00, Plaça Universitat).

**Capacity:** 80 people (limited places).

**Price:** 125 euros before April 30th / 200 euros after April 30th (Includes trips BCN-Alícia-BCN, coffee break and lunch).

**Program:**

9:00h. RECEPTION: congress registration, information and materials hand out + coffee.

9:30h WELCOME SESSION: by Toni Massanés, Director of the Fundació Alícia.

10:00h Session 1: HOW ARE SUSTAINABLE TOURISM PRODUCTS created from food heritage?

12:00h Session 2: HOW DO YOU EAT IT?: TASTING AND HEDONIC ASSESSMENT of specific cases (Living lab: test bench and experimentation).

13:00h Session 3: GUIDED TOUR: Visit to the monastery + dry stone constructions + Mediterranean trilogy + guided wine tasting.

14:30h LUNCH: Tasting of Catalan products.  
4:00h Session 4: CREATIVITY WORKSHOP: How to give support to agri-food small businesses or artisans.  
5:00h CLOSING.  
17.30h Return to Barcelona.

## CONGRESS

### Held at La Pedrera

### Inaugural Conference (June 19<sup>th</sup>)

## ROUND TABLES

### ***How to create sustainable tourist destinations based on culinary heritage?***

#### **Organizing institution: MEDFEST Project - Interreg**

This roundtable will explore the potential of culinary heritage in the development of sustainable tourist destinations, especially in rural areas and in off-season. Focus of the discussion will be given to constant search for balance in this process: balance between heritage and innovation; balance between bottom-up and top-down approach in engaging the stakeholders; balance between providers' autonomy and involvement in existing policies. The roundtable will be also the opportunity to discuss about possible compromises between economic benefit for tourist sector and expectations of the local communities. Participants: Contributions of the invited participants will be interlaced with the results of the (MEDFEST project, a cooperation project co-financed European Regional Development Fund).

#### ***Food Cultures Policies***

#### **Organizing institution: Université de Toulouse Jean-Jaurès – Taylor's University**

The purpose of the round table is to describe, and if possible, to analyze the effects of public policies on food cultures in several countries from Asia, Europe and South America. Therefore, beyond diagnosis, the reflection will focus on tools to build and evaluate the public policies in this field. The analysis will also point out gaps and sectors that are not being exploited. Finally, it will look at the roles which private sector actors and non-governmental organizations play alongside, or even instead of, the public policies.

In the expression of 'food cultures policies', we include policies in terms of heritage, health issues, and food identities. All these issues will be considered in the context of modernization of societies. Therefore, the sectors of culture, tourism, economy, agriculture, and public health will be considered. The panelists will attempt to measure the level of awareness of the issues in the public sphere to describe concretely the existing 'technical devices'. The analysis of food policies will also take into account the national, regional, and the local levels.

#### ***Street food, heritage and tourism***

#### **Organizing institution: UNESCO Chair in World Food Systems – Montpellier SupAgro**

Street food offers cheap and ready-to-eat food and beverages, easily obtainable around the city on street markets, food courts or festivals. It is consumed by millions of low- and middle-income consumers, especially in developing countries. But it also contributes to authentic gastronomic experiences for tourists, offering a link between food, heritage, and tourism. In the last decades, the importance of food tourism has grown with the street culinary attractiveness of cities like Bangkok, Istanbul, New Orleans, Hong Kong, Mexico, Marrakech, Cartagena, etc.

Does tourism contribute to preserve/restore the vitality of street food for all, or does it lead to its "gourmetization" or hygienization, therefore excluding parts of consumers? Does it contribute to maintain food heritage and culinary traditional knowledge or is it a factor of hybridization and reinvention of food identity?

#### ***"What you can't see, does not exist" Who, what and how are messages of valorization of food heritage disseminated and communicated?***

#### **Organizing institution: Fundació Àlia**

In a highly competitive food market and a highly busy tourist market, the communication strategy of food heritage is a complex task. It seems impossible to fight against the advertising budgets of the big food industry to get spaces in which local products and cuisines can be visible, and even fight against the construction of an appealing storytelling

around heritage in which reality and fiction often tend to get confused. Today more than ever, there is a proliferation of discourses and opinions on the world of gastronomy and food heritage in which elements such as the value of local products and the demand for authenticity should make us reflect on its impact on tourism and sustainability. International guides and rankings, celebrity chefs that increasingly take center stage, showcases like Instagram, websites such as Tripadvisor or top-ten lists are examples of it. Therefore, it is pertinent to discuss who, what and how the value of food heritage is communicated.

### **Sustainability, cities and restaurants.**

**Organizing institution:** Gerència de Turisme, Comerç i Mercats (Barcelona City Council) and Restaurants Sostenibles

In large urban centers, bars, cafes and restaurants are big consumers of food and other resources (containers, energy, water, etc.) that generate organic and non-organic waste. They are intermediate actors within different productive flows interested in achieving efficiency in the management of their resources. These actors must be concerned, also, for the sustainability of those resources. It is estimated that by 2050, 80% of the food will be consumed in the cities and, within them, 40% of food consumption will be made outside the home, mainly in restaurants. Restaurants will become very important actors for the sustainability policies and circular economy of the cities. Therefore, we should consider issues such as the structuring of the restaurants with the urban and peri-urban food production with the goal of serving healthy and sustainable menus, the integration in the neighborhoods where they are located, their contribution to avoid environmental degradation by trying to use any waste as a valuable resource. All of them are relevant issues for the sustainability of both restaurants and cities.

### **Tourism and food heritage. A marriage of convenience? A relationship of love and hate? A love story?**

**Organizing institution:** Agència Catalana de Turisme

Gastronomy is nowadays used as a tool for social and local development, both by public administrations and by private entities. Food heritage is identified as a useful resource that can be exploited as a characterizer of the gastronomy of a specific territory. Due to its ability to generate added value, the tourism industry sees in it the opportunity to design differential tourist destinations, deseasonalize and relocate in favor of the territory. Eating is a daily act that tourists cannot do without. Through food, tourists can approach a cultural reality that is alien to them and enjoy a unique experience. Food, more than other elements, has an influence on the memories that the visitor will take home. The tourism sector has realized this and understands its economic impact. Not only the leisure industry benefits from it, but so does the primary sector. These are two seemingly antagonistic sectors that nowadays seem to start working together. Gastronomic tourism uses the landscape to obtain the raw material it will put on the table. Even so, concerns remain such as whether tourism threatens agriculture and environmental sustainability, what are the benefits to the community as a whole or whether the modification of the landscape can alter natural spots. These are challenges to which the tourism sector must respond if it wants to be sustainable in the short and long term.

## **PAPER PRESENTATION**

**Held at Facultad de Geografía e Historia de la Universitat de Barcelona**

- Suggestions, strategies and reflections on food heritage.
- Agrarian landscapes and local products as tourism resources.
- Sustainable tourism and food heritage.
- Sustainability and food planning policies.
- Gender and food heritage.
- Gastronomy, restaurants and markets.
- Social movements, food sovereignty and food heritage.
- Knowledge, beliefs and practices of local cuisines.
- Patrimonialization, beliefs and food particularities of a religious nature.
- Inequalities and conflicts in food heritage strategies.
- Health values as a resource in food heritage strategies.
- Museums and food heritage.
- Dissemination of the food heritage and the role of the media in its promotion.

- Food heritage in the agro-industrial sector.
- Food heritage and migration.
- History and literature in food heritage processes.

**Submission of final Papers Deadline: March 30<sup>th</sup>, 2019**

**Publication:** Some journals have expressed interest in publishing some communications presented in the Congress. They will be subsequently selected according to scientific excellence criteria. The journals are: [Revista Pasos](#), [Quaderns-e](#) of the Catalan Institute of Anthropology (ICA), Revista de Alimentación y Cultura (RACA), [Anthropology of Food](#) y [Journal of Gastronomy and Tourism](#).

*Please remember the convenience of formalizing registration and payment before March 30th, 2019.*

| <b>FEES AND TERMS</b>                         |                          |                         |
|---|--------------------------|-------------------------|
|   | <b>Until 30/03/2019*</b> | <b>From 01/04/2019*</b> |
| <b>Only pre-conference - Fundació Alicia*</b> | 125.00 €                 | 200.00 €                |

\*Transport from/to Barcelona, coffee and lunch are included in the price.

| <b>Conference</b>                       | <b>Until 30/03/2019**</b> | <b>From 01/04/2019**</b> |
|---|---------------------------|--------------------------|
| <b>Institutions / Organizations</b>     | 330.00 €                  | 400.00 €                 |
| <b>Companies</b>                        | 440.00 €                  | 500.00 €                 |
| <b>Academic Community<br/>Freelance</b> | 220.00 €                  | 300.00 €                 |
| <b>Students and unemployed*</b>         | 110.00 €                  | 170.00 €                 |
| <b>Virtual presentation</b>             | 150.00 €                  | 200.00 €                 |

The prices include congress accreditation, coffee breaks, lunches and a digital copy of the received papers.

If you need a proof of payment, contact the Organizing Committee.

\*You'll need to send a copy of the university registration/card or an unemployed official document to: [congreso2019@odela.org](mailto:congreso2019@odela.org)

**Date of the next update: late April 2019.**

### **Organizing Committee:**

[congreso2019@odela.org](mailto:congreso2019@odela.org)

Observatori de l'Alimentació (Universitat de Barcelona)

Phone number: (34) 93 403 45 59

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