

Opening conference "FOOD TOURISM: A TASTEFUL JOURNEY"

*In the framework of the international project KA4007 «Kalitka – development of cross-border gastronomic tourism»
financed by the European Union, the Russian Federation and the Republic of Finland*

February 27-28, 2019
Petrozavodsk

«Food tourism is the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near»

(Erik Wolf, 2001)

For the first time a conference dedicated to the topic of gastronomic tourism will be held in the Republic of Karelia. Gastronomic tourism is not only about tasting dishes, but also about visiting production facilities, farms and observing the process of cooking. The Russian Republic of Karelia and the Finnish North Karelia region have a distinctive gastronomic tradition and original, 'green' local products. Farms and restaurants are the foundation for creating local gastronomic brands.

The main output of this international project will be a cross-border gastronomic route connecting Petrozavodsk and Joensuu. Companies can benefit from attending the conference by:

- 1) becoming a destination along the gastronomic tour;
- 2) posting information about the company in the mobile application free of charge;
- 3) having your products and services presented at exhibitions in Karelia and Finland;
- 4) being invited to upcoming project activities: workshops and consultations by Russian and Finnish experts, etc.

The conference will be a platform for discussing topical issues of food tourism development, exchanging Russian and international experience of constructing and promoting gastronomic brands, analyzing professional standards and training practices in the hospitality industry.

Representatives of travel agencies, restaurants, hotels, farmers, entrepreneurs, teachers and students, Russian and foreign experts, any other stakeholders related to food tourism are invited to take part in the conference. The following issues will be discussed:

- Trends in food tourism development in Russia and elsewhere

- Gastronomic impressions: Finnish and Russian experiences
- Marketing of food tourism
- Gastronomic festivals as a tool for shaping the regional cuisine
- Culinary traditions and local folklore
- Traditional and modern Karelian cuisine
- Recipes from local gastronomic brands
- Personnel training for the hospitality industry
- Dietary effects on human health

The conference participants can suggest topics for round tables together with lists of key questions and potential speakers.

Conference languages are Russian and English.

Project partners and conference organizers:

- Institute of Economics of the Karelian Research Centre of the Russian Academy of Sciences (Petrozavodsk, Republic of Karelia, Russia)
- Karelia University of Applied Sciences (Joensuu, North Karelia, Finland)
- North Karelia Municipal Education and Training Consortium (Joensuu, Finland)
- Forgis Oy (Joensuu, North Karelia, Finland)
- OnegoTour LLC (Petrozavodsk, Republic of Karelia, Russia)
- Karelian Regional NGO “Art Shater” (Petrozavodsk, Republic of Karelia, Russia)
- Karelian Regional NGO “Ruchej Zhizni” (Kondopoga, Republic of Karelia, Russia)

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Please, submit your application before February 15, 2019 at kalitka4007@gmail.com

