



SAVE THE DATE

“Telling a story”

WORKSHOP FOR THE
EXCHANGE OF GOOD
PRACTICES



SCUOLA CENTRALE FORMAZIONE



is glad to invite you to:

“Telling a story” as a key of an experience of cultural and gastronomic tourism

National AMFORHT EVENT



WHEN

23rd November 2018



WHERE

PORTOGRUARO (VE) – PRAMAGGIORE (VE)

The event will discuss key competences for storytelling in food and beverage and cultural tourism and present some good practices.

It is part of a cycle of initiatives related to the project “KeyQ+: Culture and tourism as keys for quality cross border development of Italy and Croatia”, that is a territorial cooperation project funded by the European Regional Development Fund within the INTERREG V A PROGRAMME ITALY-CROATIA.

The event, promoted by Scuola Centrale Formazione with its associated member Lepido Rocco, debates the theme of identity, authentic experiences and storytelling to improve the attractiveness of tourism destinations and to valorize less known cultural assets, shifting the leverage

- FROM mass and low-cost tourism TO high-quality (in terms of cultural value) experiential tourism
- FROM popular seaside destinations TO less known heritage sites
- FROM passive tourist experience TO active tourist experience.

The event is part of the KeyQ+ project, whose challenge is to contribute to the protection and preservation of the historically rooted cuisine and of the less known heritage sites, giving a boost to the cross-border economy thanks to the KeyQ+ experiential tourism packages.

The purpose is to support the differentiation of the tourism offer along segments of an itinerary around seven emblematic places, representing the ideal meeting point between history, local food and the architecture from different periods, from Forlimpopoli, Emilia Romagna (IT) to Mali Losinj, Kvarner (HR), providing thematic proposals season by season based on the valorization of tangible and intangible heritage

KeyQ+ is a capitalization project of the former KeyQ project, carried out by AZRRI, CIVIFORM, Scuola Centrale Formazione and the Tourism Board of the West Herzegovinian County (BiH), between 2011 and 2013 within the IPA Adriatic CBC program.



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*With the
contribution of*



DRAFT PROGRAM

morning

Portogruaro (VE) - City Council Hall

9:30 -10:00 Registrations

10:00- *Welcome Greetings*

City of Portogruaro

Director of Scuola Centrale Formazione

Director of Lepido Rocco

10:20 Introduction

Presentation of the project KeyQ+ by the Lead Partner AZRRI: Agency for Rural Development of the Region of Istria (HR)

10:30 Speeches:

- Giampiero Rorato – expert and journalist in food and beverage
- Martine Ferry – Responsible for Master Programs at Institute Paul Bocuse - ECULLY (FR)
- Maria Pia Favaretto Educational Director of Master Food & Wine 4.0 – Web Marketing & Digital Communication – IUSVE: Salesian University Institute of Venice and Verona

12:15 A worldwide overview about international policies in Tourism

- Helene Verdet – General Delegate from AMFORHT: Association Mondiale pour la Formation Hoteliere et Touristique



23/11/2018

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DRAFT PROGRAM

Lunch and afternoon

Pramaggiore (VE)

13:00 – 14:30 Visit and presentation of the National Exhibition of Wine – Pramaggiore (VE)

Lunch prepared and served by the students of the Vocational Training Center Lepido Rocco, member of Scuola Centrale Formazione

14:30 - 16:00 Visits for stakeholders

14:30-16:00: KeyQ+ Cookery Workshop for chefs/cook-assistants/waiters, teachers and trainers in the catering sector. The workshop is lectured by a chef from Lepido Rocco and by Robert Peric, chef from AZRRI (teacher at the School of Catering of Pula)

16:00: 17:30 Show cooking and tasting in Pramaggiore (VE)

17:30 Final salutation & Greetings

Suggested accommodation:

HOTEL SPESSOTTO 4*

<https://www.hotelspessotto.it/>

Via Roma, 2 - Portogruaro (VE)

T. +39 0421 71040 info@hotelspessotto.it

Single rooms from 55€ per night

Double Single Use from 82 € per night

Double (2 persons): from 85 € per night

The hotel might reserve special discounts for early bird bookings.

Transfer from Portogruaro to Pramaggiore

You can ask for an estimate to the following taxi service:

<http://www.taxiportogruaro.com/eng/rates.htm>

Nearest airports:

Portogruaro (bus station) is connected to the airport of Venice Marco Polo by a direct shuttle:

Please, check the timetable at the following link:

http://www.atvo.it/allegati/aeroporti/linea_68_file_nuovo6213.pdf

M. POLO - PORTOGRUARO

(Price one way): € 10,80

A / R (Return) - Valid 7 days: € 19,00

Alternatively, from the Airport of Marco Polo is possible to take a bus or shuttle to the railway station of VENEZIA MESTRE and then a train to Portogruaro.

Please, check the

- timetables for buses from the Airport Venezia Marco Polo to Venezia Mestre: <http://www.atvo.it/it-venice-airport.html>
- timetables for trains from Venezia Mestre to Portogruaro: www.trenitalia.it (last run on 00.34).

Passengers flying to Treviso Airport can reach Portogruaro taking the shuttle from Treviso Airport to Venezia Mestre and then taking the train from Venezia Mestre to Portogruaro.

Please check the

- timetables for buses from the Airport of Treviso to Venezia Mestre: <http://www.atvo.it/it-treviso-airport.html>
- timetables for trains from Venezia Mestre to Portogruaro: www.trenitalia.it (last run on 00.34)