

**Student**  
COMPETITION  
MAY, 2016

**FOCUS ON /**  
PLACE BRANDING AND MEDITERRANEAN DIET

DAL MARE AI MONTI AZZURRI

**MARCA FERMANA**



# Background context (1)

The **Marca Fermana** is the ancient administrative sub-division of central Italy (approx. X century), under the jurisdiction of the town of **Fermo**. It constituted the original nucleus of the present day **Marche region**. Today's “**Marca Fermana**”, which mainly corresponds to the province of Fermo, is an area of extraordinary beauty characterised by deep **historical and cultural roots**. For further info: <http://www.marcafermana.it/en/>



## Background context (2)

In the last few years, the University of Macerata has carried out several programmes and projects to boost local development. One of these, has been the Urbact “Gastronomic Cities” project: <http://urbact.eu/gastronomic-cities>

During the project, through the involvement of students, international scholars and local stakeholders, a local action plan for the promotion and development of this rural area has been created.

Now, the most committed and motivated group of stakeholders, the Laboratory on Mediterranean Diet, is willing to carry on this collaboration, hosting an international student competition to allow a real-time advertising and promotion of the territory (through the use of ICT tools), to let young people discover the enchantment of the region through experiential learning, to test a new way of collaboration among stakeholders, promoting private and public partnerships.

To discover the importance of the cultural value of Mediterranean Diet for this region, please refer to this article: <https://discovermarche.wordpress.com/2015/01/22/the-mediterranean-diet-an-intangible-heritage-of-unesco-humanity/>

# Objectives for students

- Discovering linkages between gastronomy, events and place branding
- Developing skills for destination management challenges
- Understanding the potential of ICT for place branding activities
- Discovering Italian culture, lifestyle and gastronomy

# How does it work? (1)

## BLENDED LEARNING

- Seminars led by academics (theory);
- Field trips in wineries and farms in Fermo area
- Educational tasting sessions and show cooking
- Meetings and workshops with local public and private stakeholders
- Folkloristic dinners and events in historical towns and villages

## How does it work? (2)

- Length: from May 3 (welcome dinner) to May 8
- Language: english
- Location: Courses and experiential learning activities will be held in different locations (historical theatres and buildings, wineries, agritourism facilities, etc...) surrounding Fermo and Macerata in Marche Region
- All inclusive tuition package: courses, didactic materials, accomodation in the countryside, meals, tasting sessions and transfers: 400 euros

# SPECIAL GUEST LECTURERS

- Prof. Don Getz

<https://donaldgetzprofessor.wordpress.com/>

- Prof. Tommy Andersson

[http://www.gu.se/english/about the university /staff/?languageId=100001&userId=xandet](http://www.gu.se/english/about_the_university/staff/?languageId=100001&userId=xandet)



# Contact information

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Deadline for expression of interest: 1st March 2016