

Enogastronomy, Culture, & Tourism

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Master of Arts in International Tourism

- www.usi.ch/mt



Enogastronomic Tourism

Master in International Tourism



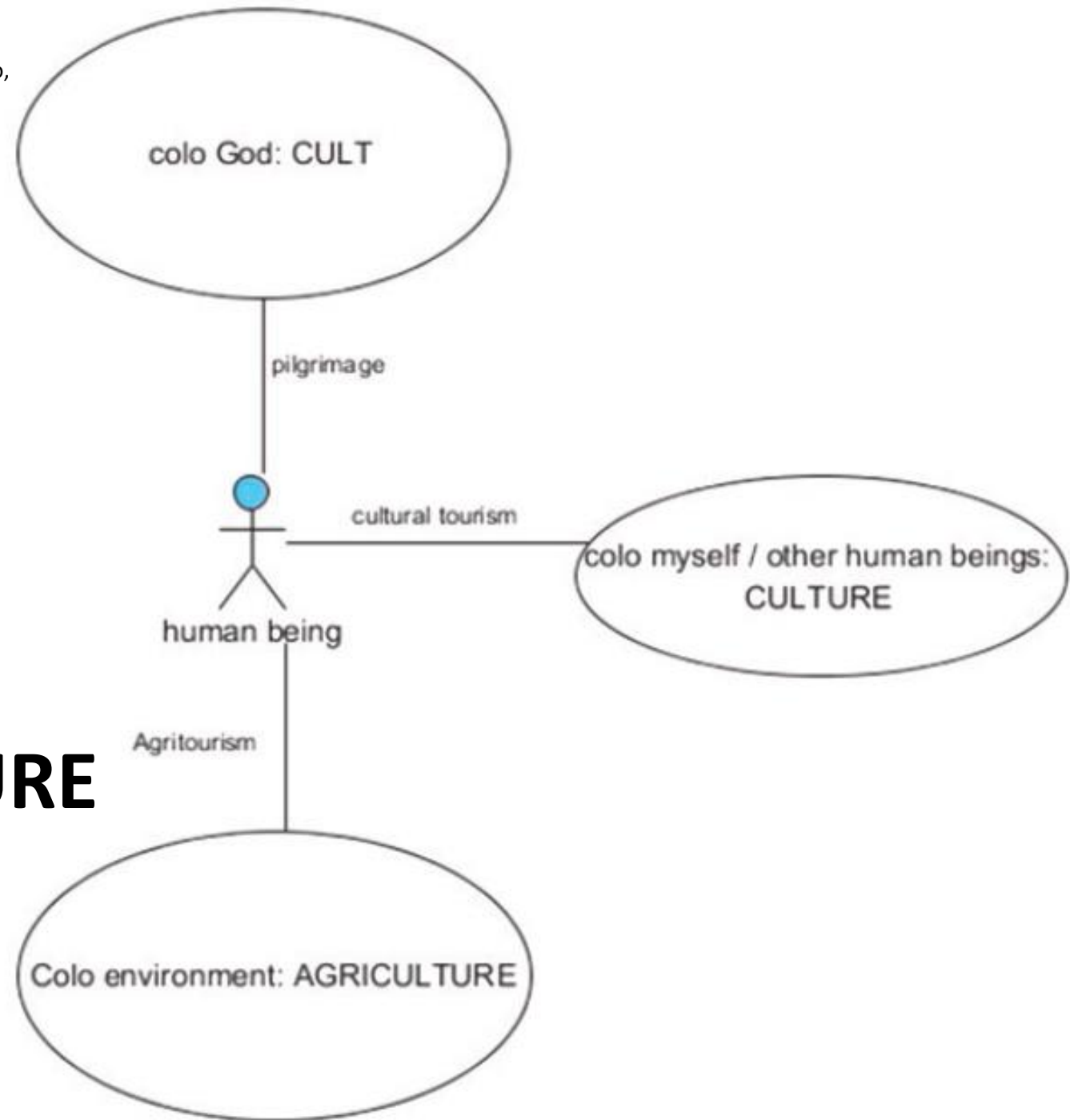
🕒 11 Luglio 2024

Accordo di doppio titolo (double degree agreement) tra USI – Università della Svizzera italiana e UNISG

Per gli studenti del corso di laurea Magistrale in Food Industry Management, dall'a.a. 2024-25, vi sarà la possibilità di frequentare un trimestre presso l'USI e seguire i corsi del Master in Turismo Internazionale, acquisendo il doppio diploma di Master.



Pilgrims in the Digital Age: a research manifesto,
International Journal of Religious Tourism and Pilgrimage, 4,3 (2016)
<https://arrow.dit.ie/ijrtp/vol4/iss3/3/>



Latin «cólere» and its three main areas

HERITAGE AND CULTURE





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English

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The List

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The List > Lavaux, Vineyard Terraces



Lavaux, Vineyard Terraces

Description

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Lavaux, Vineyard Terraces

The Lavaux Vineyard Terraces, stretching for about 30 km along the south-facing northern shores of Lake Geneva from the Chateau de Chillon to the eastern outskirts of Lausanne in the Vaud region, cover the lower slopes of the



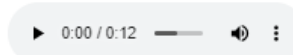
Switzerland

Date of Inscription: 2007



UNESCO ICH

The screenshot shows the UNESCO Intangible Cultural Heritage website. At the top, there is a navigation bar with the UNESCO logo, the text 'Intangible Cultural Heritage', and various menu items like 'Convention', 'Events', 'Themes', 'Lists', 'Safeguarding', 'Actors', and 'Country'. A search icon is also present. Below the navigation bar, a breadcrumb trail reads 'UNESCO > Culture > Intangible Heritage > Lists > Winegrowers' Festival in Vevey'. The main heading of the page is 'Winegrowers' Festival in Vevey' in large white text on a blue background.



Winegrowers' Festival in Vevey

Switzerland



This box contains information about the nomination file. It features a folder icon and the text 'Nomination file No. 01201'. Below this, there are three bullet points with links to nomination forms and consent documents in English and French, and a link to the ICH inventory in French.

- Nomination form: [English](#) | [French](#)
- Consent of communities: [French](#)
- ICH inventory: [French](#)

This box contains the decision inscription number: 'Inscription: 11.COM 10.b.32'.



Inscribed in 2016 (11.COM) on the Representative List of the Intangible Cultural Heritage of Humanity

In Vevey, Switzerland there is a tradition that recognizes the community's winegrowers involving not only those in the industry but also members of the public and local artists. Originally a single pageant, The Winegrowers' Festival now features 15 events over three weeks and 5,000 contributors. Every festival is based on the recreation of a traditional theme, such as working the earth and vines, seasonal cycle and brotherhood. Pageants are held throughout the festival, as well as prizes awarded to the best winegrowers, music performances and songs sung such as the Ranz des Vaches (Alpine cowherd's song) and processions to the neighbouring town of La Tour-de-Peilz. Costumed extras can also be seen, as well as grotesques (wooden figurines on sticks). Taking place five times every hundred years, The Winegrowers' Festival involves mainly volunteers who spend several years preparing for it. Transmission occurs within families and by the not-for-profit association the Vevey Brotherhood of Winegrowers, which coordinates the festival and whose members include winegrowers and the general public. The tradition encourages community spirit, helps to maintain the area's artistic life and provides a sense of cultural continuity while facilitating the know-how of master winegrowers. The next festival will be in 2019.



© Confrérie des Vignerons, Nicéphore Productions, 2015





Cultural Routes

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You are here: Democracy and Human Dignity > Cultural Routes > Cultural Routes > Cultural Routes by theme > Iter Vitis Route

Iter Vitis Route



Council of Europe values

Wine production has always been a European symbol of identity. The technical knowledge, which underlies this production, has greatly contributed over the centuries to





Widening the experience

From the tourist gaze (landscapes) to soundscapes, tastescapes, ...

COMMUNICATION OF GASTRONOMY
ON ETC MEMBERS' OFFICIAL WEBSITES

EUROPEAN
TRAVEL
COMMISSION

Table 2

List of Topics Presented on the Online Travel Reviews

Topics	Italian	English	German
Service/staff	96.5%	76.0%	79.4%
Food and gastronomy	59.0%	58.1%	61.6%
Description of the guests	56.4%	19.4%	11.5%

E.g.: food and gastronomy in online travel reviews about Italian agritourism experiences (#1'710)

GASTRONOMIC EXPERIENCE AS A PRIVILEGED GATEWAY TO CULTURE

Marchiori E., Boegli F., Adukaite A., Cantoni L. (2015) The Role of Food and Gastronomy in Online Travel Reviews About Agritourism Experiences, *Journal of Gastronomy and Tourism*, 1 (1):57-65



CULTIVATING PEOPLE + RELATIONSHIPS



Becoming familiar with a Heritage

Getting to know and participate

FROM CONSUMING 2 EARNING

FROM TASTING 2 EXPERIENCING & CO-CREATING



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