



## Taste of City Conference 2016: Food and Place Marketing

1 September 2016 - University of Belgrade, Serbia

Faculty of Economics - University of Belgrade, Kamenicka 6, 11000 Belgrade, Serbia

## Taste of City Conference 2016 Schedule

1 September - THURSDAY	
08:30	<b>REGISTRATION</b>
09:30-11:00	<b>Opening Plenary Session &amp; Chairs' welcome by</b> Prof Goran Petkovic, University of Belgrade, Serbia Prof Ibrahim Sirkeci, Regent's University London, UK Prof Jonathan Liu, Regent's University London, UK Dr Maktoba Omar, Coventry University, UK
11:00-11:15	COFFEE BREAK
11:15-12:45	<b>Parallel Sessions I</b>
12:45-13:30	LUNCH
13:30-15:00	<b>Parallel Sessions II</b>
15:00-15:20	COFFEE BREAK
15:20-16:50	<b>Parallel Sessions III</b>
16:50-17:00	COFFEE BREAK
17:00-18:30	<b>Parallel Sessions IV</b>
19:30	<b>CONFERENCE DINNER</b>

**08:30-17:00**

**REGISTRATION DESK OPEN**

Rectorate Hall

**09:30-11:00 OPENING PLENARY & WELCOME**

Welcome by Prof Goran **Petkovic**, Conference Co-Chair, University of Belgrade, Serbia

“Food for Thought – Reflections on the Food Supply Chain and Cities” - Prof Jonathan **Liu**, Regent's University London, UK

“Doner Kebab taking over the UK” - Prof Ibrahim **Sirkeci**, Conference Chair, Regent's University London, UK

“Standardisation and entry strategies in internationalisation - Dr Maktoba **Omar**, Coventry University, UK

Q & A





### SESSION 1 – Food and identity of places

	Rectorate Hall
Chair	<b>Ibrahim Sirkeci, Regent's University London, UK</b>
	Nutrition and food in the Green City - <b>Paolo Corvo</b>
	Food & wine tourism and urban local development - <b>Gabriele Di Francesco</b>
	Taste and dignity in refugee camps: desert foods versus food aid in Sahrawi refugee camps of southwest Algeria - <b>Gabriele Volpato</b>
	Balancing act: identity and otherness among Latin American immigrants and their food practices - <b>Paulette K. Schuster</b>

### SESSION 2 – Food mobility & cityscape - everyday life, rituals, experiences, street food, foodscapes

	Rectorate Hall
Chair	<b>Paolo Corvo, University of Gastronomic Sciences, Italy</b>
	Coffeescape of the City: Istanbul and London - <b>Nihal Bursa, Mine Galip Koca</b>
	Visit Hagia Sophia while having a dürüm and a glass of frothy ayran: the growing trend of experiencing the local food culture of a city - <b>Banu Ozden</b>
	Aspiring 'Turkishness' in Belgium through food consumption: Cases of Simit Sarayı, Kahve Dünyası and Güllüoğlu – <b>Saliha Ozdemir</b>
	The budding aromas from taco trucks: taste and space in Austin, Texas - <b>Robert D. Lemon</b>
	Feeding the dead - the symbolic meals in the Romanian funeral ritual – <b>Stiniguta-Laslo Ella</b>

### SESSION 3 – Food as culture – heritage, identity, myths, narratives

	Rectorate Hall
Chair	<b>Evinç Doğan, University of Belgrade, Serbia</b>
	Culinary heritage as a branding, bragging and bracing vehicle: GAP experience in Turkey – <b>Aylin Öney Tan</b>
	Lyon - UNESCO Creative City of Gastronomy? – <b>Cecilia Avelino Barbosa</b>
	The role of periurban agricultural areas in the preservation and valorization of local culture and identity through food heritage in Barcelona – <b>Mercè Civera Pérez</b>
	Is Serbian cuisine a national myth? – <b>Ana Veljkovic, Stefan Milutinovic, Vojin Simunovic</b>
	Pork and Prejudice or in the Quest for the Taste of Belgrade – <b>Tamara Ognjevic</b>

### SESSION 4 – Food as brand - image and identity of place perceived through food

	Rectorate Hall
Chair	<b>Goran Petkovic, University of Belgrade, Serbia</b>
	The Role of Cuisines in the Construction of Nation Brand: Turkey's Gastro Hunt Project – <b>Gaye Ashl Sancar</b>
	Cravings for Morality: Why ethically labeled food tastes better? - <b>Iskra Herak</b>
	Serbia's Brand Positioning through Food: Case of Expo Milano 2015 – <b>Evinç Doğan, Goran Petkovic</b>
	Food in tourism and social eating trend: An exploratory study of the Italian expats' role in promoting the gastronomic made in Italy - <b>Alessandra Campanari, Alessio Cavicchi</b>
	Investigating Thessalonian Culinary Landscapes: As a Way to Develop an Alternative Image of the City as a Travel Destination – <b>George Chatzinakos</b>

