



THE POWER OF ORIGIN II

International Marketing of Regional F&B-Products in Tourism

Summer School

1. - 10. September 2011

University of Applied Sciences Burgenland

Campus 1 – 7000 Eisenstadt

Wednesday, 31st

16.00 – 18.00 Meet and greet with Sparkling Wine from the Esterházy Estate;
Registration

Thursday, 1st

09.00 – 11.30 *Opening*

09.00 – 09.15 Mag. Anita Kruisz
Head of the Degree Programme “International Business
Relations”: SUMMER SCHOOL Welcome and Opening

09.15 – 09.45 Prof (FH) Dr. Petra Hauptfeld
University of Applied Sciences Burgenland
Information on the SUMMER SCHOOL Programme

09.45 – 10.00 Coffee break

10.00 – 11.30 Dr. Helmut Zolles; ETB Edinger Tourism Consulting
Introduction to Tourism Management and Marketing

11.30 – 13.00 Lunch break

13.00 – 14.15 *Keynotes/start of the conference*

13.00 – 13.30 Dr. Helmut Zolles; ETB Edinger Tourism Consulting
Special Regional Features and their Significance for Marketing
in Tourism/Austria



- 13.30 – 13.50 Dr. Mauro Dujmović; University of Pula
Special Regional Features and their Significance
for Marketing in Tourism/Croatia
- 13.50 – 14.15 Mag. Willy Lehmann; Willy Lehmann Markenagentur
Recent Trends in Tourism Marketing
- 14.15 – 14.30 Spotlights on Tourism
- 14.30 – 15.00 Coffee break
- 15.00 – 15.45 *Presentation on Recent Studies on Tourism***
- Mag. Anita Kruisz, University of Applied Sciences Burgenland
Dr. Mauro Dujmović, University of Pula
- 15.45 – 16.00 Tasting of Regional Delicacies
- 16.00 – 17.00 *Presentation on Marketing Examples/Best Practice***
- Mag. Christian Zechmeister, Wein Burgenland
Mag. Aljoša Vitasović, University of Pula
Dr. Greta Krešić, Faculty of Tourism & Hospitality Management Opatija
Mag. Orsolya Pil, Budapest Business School
Michala Siveková, CzechTourism, Vienna
Mag. Ulrike Tschach-Sauerzopf, Burgenland Tourism

Friday, 2nd

- 09.00 – 12.00 Workshop: Austria
Mag. Ing. Christian Zechmeister, Wein Burgenland
National F&B Marketing Strategies
- 12.00 – 13.00 Lunch break
- 13.00 – 16.00 Workshop: Austria/group work
Mag. Ing. Christian Zechmeister, Wein Burgenland
Marketing Strategies of Local Business Leaders featuring Burgenland

Saturday, 3rd

- 10.30 – 17.00 Sightseeing trip to Vienna
Visit of the castle “Schönbrunn”
Visit of the “Naschmarkt” and lunch break
Two hours’ guided tour through the centre of Vienna

Sunday, 4th

Free Time – suggestions will be provided



Monday, 5th

- 09.00 – 12.00 Workshop: Croatia
Dr. Greta Krešić, Faculty of Tourism & Hospitality Management Opatija
The Flavours of Croatia – Blending Tradition and Regional
Development
- 12.00 – 13.00 Lunch break
- 13.00 – 16.00 Workshop Croatia/group work
Dr. Greta Krešić, Faculty of Tourism & Hospitality Management Opatija
The Flavours of Croatia – Blending Tradition and Regional
Development
- 16.30 – 18:00 Excursion to a local producer in Burgenland:
Tschürtz Butcher's shop, Loipersbach
Guided tour and tasting of Dry Aged Beef

Tuesday 6th

- 09.00 – 12.00 Workshop: Hungary
Dr. György Cservák, Faculty of Commerce, Catering and Tourism,
Budapest Business School
The Region of Tokaj and its Importance as a World Heritage for
Tourism
- 12.00 – 13.00 Lunch break
- 13.00 – 16.00 Workshop Hungary/group work
Dr. György Cservák, Faculty of Commerce, Catering and Tourism,
Budapest Business School
Marketing Strategies of the Region of Tokaj with special emphasis on
rural and F&B aspects

Wednesday 7th

- 09.00 – 12.00 Workshop: Slovenia
Mag. Maja Jerančič, Embassy of the Republic of Slovenia, Vienna
Specific Features of Regions and F&B-Products in Tourism;
Development and Marketing Strategy of the Slovenian Cuisine
- 12.00 – 13.00 Lunch break
- 13.00 – 14.30 Group Work



15.00 – 18.00 "Schmankerl der Region": regional delicacies
Austrian F&B-producers to present their company
and their products, F&B-tasting will be offered

Thursday 8th

09.00 – 12.00 Workshop: Czech Republic
Dr. Miroslav Foret; Faculty of Regional Development and International
Studies, Mendel University Brno
Local Beer Patriotism in the Czech Republic and Moravian Wine Trails

12.00 – 13.00 Lunch break

13.00 – 16.00 Workshop: Czech Republic/group work
Dr. Miroslav Foret; Faculty of Regional Development and International
Studies, Mendel University Brno
Local Beer Patriotism in the Czech Republic and Moravian Wine Trails

Friday 9th

09.00 – 12.00 Presentations and Performances of the Workshops:
Poster presentations, press trip

12.00 – 13.00 Lunch break

13.00 – 17.00 Presentations and Performances of the Workshops:
Presentations on products, stand at a trade fair, sales talk

17.30 – 21.00 Dinner at „Heurigen Gabriel“, Rust (near Eisenstadt)
Guided tour through the wine-cellar and tasting

Saturday 10th

10.00 – 12.00 Closing event:
Round table discussion: impressions, insights and opportunities
when going international with regional F&B-products

With special thanks to:

