

## **Jordi Trasseras**

Jordi Trasseras obtained his Ph.D. in Geography and History at the University of Barcelona. He is currently the Academic Coordinator of the Fundació IL3-Universitat de Barcelona and Associate Professor at the University of Barcelona. Jordi completed the post-doctoral at the New York University (USA) as an academic fellow in 2002. Since 1999, he has been the academic coordinator of the Post-graduate programme in International cultural cooperation and since 2000 of the post-graduate programme in Cultural Tourism. Since 2002, lectures on “Management of Cultural Heritage” and “Cultural Tourism” in the Masters in Heritage Management and Cultural Management. Since 2007, is member of the Ph.D. Commission on Management of Culture and Heritage of the University of Barcelona. In 2010, incorporated as invited professor for the Master in Cultural Heritage and Tourism at the IREST of the Université Paris 1 – Sorbonne. Has exercised functions of consultant to the Minister of Economics of Spain for the International Year of Cultural Tourism (2002) and the Directorate-General of Tourism of the Province of Catalunya (2006-2010). Currently, is member of the Scientific Committee of the Catalan Institute for Gastronomy, having been distinguished by the publication *Corpus Gastronómico de Catalunya* and for leading bids for Vic as Creative City of UNESCO for its gastronomy and Catalan Cuisine as Intangible Cultural Heritage of UNESCO. In 2006, received the prize of Merit for Tourism Research in Mexico by the Secretaría de Estado de Turismo y la Red de Investigadores en Turismo de México for his trajectory in heritage and tourism.



Title of the communication

El patrimonio culinario y el turismo gastronómico en Catalunya: el caso de la marca  
"Cuina catalana"