



THE EMOTION  
OF TUSCAN  
HOSPITALITY

# 56° EUHOFA INTERNATIONAL CONGRESS

8-12 NOVEMBER 2017  
Lucca, ITALY

A scenic landscape featuring a long, multi-arched stone bridge crossing a calm river. The bridge is constructed from dark, weathered stone. Through the leftmost large arch, a small white house with a red-tiled roof and green shutters is visible, nestled on a hillside. The house and the surrounding greenery are perfectly reflected in the still water of the river. The background consists of steep, densely forested hills under a clear blue sky with a few wispy clouds. The overall mood is peaceful and picturesque.

**YOUR  
EXPERIENCE  
HAS JUST BEGUN,  
THE EMOTION  
WILL COME!**



# THIS IS THE TIME TO JOIN US

*Dear Euhofa Family,*

in November 2017, our annual fall congress will take place in Lucca, Italy.

The 56th Euhofa International Congress will be held from Wednesday 8th to Sunday 12th of November 2017 with the theme of “The Emotion of Tuscan Hospitality” and will strongly focus on the Italian hospitality vision including the important Tuscan regional roots.

Enrica Lemmi, Managing Director of Tourism, Education and Research at Fondazione Campus, together with her team

invite you to get to know – feel, see and experience the Tuscan region.

Benefit from a high standard academic programme as well as promising regional visits of hospitality schools as well as cultural hotspots.

Included in the high standard congress programme are speeches on operational perspective as well as hospitality service vision and discussion as well as workshop sessions. There will be enough time to share personal experiences and get to know a lot of insights into Tuscan hospitality.

Attending the congress will give you the opportunity to meet your international colleagues and friends and to strengthen your network!

This time it is the first time that we follow the „new congress format“ which many of you have suggested – therefore you cannot miss this extraordinary experience – you have to sign up! Reserve the date, do join us and see you in Lucca!

# WELCOME TO THE HEART OF TUSCANY

*Dear friends of Euhofa International,*

we are pleased to invite you to the 56th Euhofa International Congress “The Emotion of Tuscan Hospitality” in Lucca, one of the most charming cities in Tuscany, Italy.

As Managing Director of Tourism, Education and Research at Fondazione Campus, I would like to express how honored Fondazione Campus is to host the event and welcome you to the heart of Tuscan culture and tradition.

Fondazione Campus was founded sixteen years ago with the idea of establishing university activities in the field of tourism and vocational courses in Hospitality Management and Food

and Beverage, building up strong international relationships. Fondazione Campus has chosen to adopt a method which places in the foreground attention, care and respect for the students, whether they are young people enrolled in the bachelor and master degree courses or professionals and managers involved in the different Schools.

The 56th Euhofa International Congress “The Emotion of Tuscan Hospitality”, will deal with Italian Hospitality, exploring its technical and “destination” aspects, with special attention to Tuscany, of course, and specifically on Lucca and the Serchio Valley. During our congress we will explain the importance of constant dialogue between territory, excellent food and wine products, start-up, innovative companies, sustainability and management skills, while giving you the emotion of an exclusive experience.

The academic program of the congress is rich in content for a modern approach to hospitality and will actively involve our students in the whole organization of the congress: event planning and logistics, cultural planning and guide, gastronomy. We promise an unforgettable event and look forward to welcoming you in 2017.



FONDAZIONE CAMPUS





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PROGRAMME

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# THE EMOTION OF TUSCAN HOSPITALITY



## TIME

## PARTICIPANTS PROGRAMME

## PARTNERS PROGRAMME

### TUESDAY NOVEMBER 7<sup>th</sup> 2017

All day	Arrival and pick up of Board Members from Pisa and Florence Airports, transfer to the Renaissance Tuscany Il Ciocco Resort & Spa Hotel
19.00	Meet in hotel lobby
19.30 - 22.30	Dinner <i>Dress code: casual</i>

### WEDNESDAY NOVEMBER 8<sup>th</sup> 2017

7.00 - 8.45	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel for Board members and partners
9.00 - 13.00	EUHOFA Board Meeting <i>Dress code: business attire</i> Free time
13.00 - 14.30	Lunch at Renaissance Tuscany Il Ciocco Resort & Spa Hotel
14.30 - 18.30	Free time
All day	Arrival and pick up from Pisa and Florence Airports, transfer to the Renaissance Tuscany Il Ciocco Resort & Spa Hotel CONGRESS REGISTRATION
18.30	Welcome Reception
19.45 - 22.30	OPENING CEREMONY WELCOME SPEECH EUHOFA Group Photo Session WELCOME DINNER <i>Dress code: Formal attire</i>

## TIME

## PARTICIPANTS PROGRAMME

## PARTNERS PROGRAMME

### THURSDAY NOVEMBER 9<sup>th</sup> 2017

7.00 - 8.00	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
8.15	Transfer to Fondazione Campus, Lucca	Transfer to Barga
9.30 - 11.00	<p><b>ACADEMIC SESSION 1</b> <i>Dress code: business attire</i></p> <p>Round table</p> <p>PROPOSED SPEAKERS</p> <p><b>Marcel Levy</b> <i>General Manager at Starwood Hotels and Resorts</i></p> <p><b>Ezio Indiani</b> <i>General Manager at Hotel Principe di Savoia, Milano</i></p> <p><b>Stefano P. Biscioni</b> <i>President/CEO Executive Search International.</i></p> <p>MODERATOR</p> <p><b>Dennis Redmont</b> <i>Head of Communications, Media and Development at the Council for the US and Italy</i></p>	Visit to the house of the famous Italian poet Giovanni Pascoli and to Barga city centre.
11.00 - 11.30	Coffee Break	

## TIME

## PARTICIPANTS PROGRAMME

## PARTNERS PROGRAMME

### THURSDAY NOVEMBER 9<sup>th</sup> 2017

11.30 - 13.00	<b>ACADEMIC SESSION 1</b> <i>Dress code: business attire</i>  <b>PROPOSED SPEAKERS</b>  <b>Francesco Apreda</b> <i>2 Michelin stars Chef at Hotel Hassler Roma</i> <b>Hans R. Fritz</b> <i>General Manager Luxury Hotels</i>  <b>QUESTION TIME</b>	12.00 Transfer to Fondazione Campus, Lucca
13.00 - 14.00	Lunch at Fondazione Campus for Delegates and Partners	
14.00	Transfer to Pisa	
14.45 - 17.00	Guided visit to Pisa (Leaning Tower and Miracle Square)	
17.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
19.30	Meet in the lobby and transfer to the ISI Pieroni school in Barga <i>Dress code: smart casual</i>	
20.00 - 20.30	Cocktail reception	
20.30 - 22.30	Dinner at the school	
22.30	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight	

## TIME

## PARTICIPANTS PROGRAMME

## PARTNERS PROGRAMME

### FRIDAY NOVEMBER 10<sup>th</sup> 2017

Until 8.15	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
8.30	Transfer to Palazzo Boccella, Lucca	Transfer to Lucca
9.30 - 11.00	<b>ACADEMIC SESSION 2</b> <i>Dress code: business attire</i>  PROPOSED SPEAKERS  <b>Paul Tribolet</b> <i>Former Executive VP EAME for Starwood Hotels &amp; Resorts</i> <b>Name and Work title Speaker</b> <i>Chef or wine producer</i>  QUESTION TIME	Visit to Villa Mazzarosa and Italian cooking lesson.
11.00 - 11.30	Coffee Break	
11.30 - 12.30	<b>ACADEMIC SESSION 2</b> <i>Dress code: business attire</i>  CONCLUSION	
12.30 - 13.30	<b>OLIVE OIL TASTING</b>  A multi-sensorial experience to discover the aromas and flavors of extra virgin olive oil	

## TIME

## PARTICIPANTS PROGRAMME

## PARTNERS PROGRAMME

### FRIDAY NOVEMBER 10<sup>th</sup> 2017

13.30 - 15.00	Light Lunch at Scuola MADE	Lunch at Villa Mazzarosa
15.00	Transfer to Lucca	
16.00 - 17.00	Tour of Lucca: visit to Puccini's Birth Home and Puccini's operas selection concert	
17.00	Free evening with dinner on own arrangement	
19.00 and 21.30	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight	

### SATURDAY NOVEMBER 11<sup>th</sup> 2017

11.15	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel	
9.00-10.30	General meeting <i>Dress code: smart casual</i>	Free time
11.15	Meet in the lobby	
11.15 - 17.00	Lunch + ITINERARY 1 Experiential Tourism Visit to "Fortezza delle Verrucole" and "Caseificio Marovelli" <b>NOTE</b> LEVEL OF DIFFICULTY <b>MEDIUM</b> <i>max 20 pax</i>  Lunch + ITINERARY 2 Experiential Tourism Visit to Piezza Mill and "Podere Còncori" <i>max 20 pax</i>	

**TIME****PARTICIPANTS PROGRAMME****PARTNERS PROGRAMME**

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**SATURDAY NOVEMBER 11<sup>th</sup> 2017**

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11.15 - 17.00	Lunch + ITINERARY 3 Experiential Tourism Visit to "La Petrognola Brewery" and "Garfagnana Innovazione" <i>max 20 pax</i>  Lunch + ITINERARY 4 Experiential Tourism Visit to "Antica Norcineria" and Ghivizzano Castle <i>max 20 pax</i>
17.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel
19.30	Meet in hotel lobby and transfer to Taverna dello Scoiattolo Restaurant
20.00	Farewell Dinner <i>Dress code: smart casual</i>
23.00	Transfer to Renaissance Tuscany Il Ciocco Resort & Spa Hotel for overnight

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**SUNDAY NOVEMBER 12<sup>th</sup> 2017**

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All Day	Breakfast at Renaissance Tuscany Il Ciocco Resort & Spa Hotel Transfers to Pisa and Florence airports according to departure flight details
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## LUCCA

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# A CITY SURROUNDED BY WONDERS

Lucca is one of the most loved cities in Tuscany. The city is located on a plain at the foot of the Apuan Alps and is 20 km. from Pisa, the coast of Versilia and the Serchio Valley and an hour's drive from Florence.

Most of the attractions in Lucca today show its ancient history: from the trace of the Roman amphitheater to the archeological remains.

Lucca is famous for its city walls dating from the XV-XVII centuries and this makes Lucca one of the 4 capital provinces of Italy to have an intact circular wall. The top of the walls is today a pedestrian promenade, one of Lucca's main attractions.



VIAREGGIO

# THE PEARL OF THE TYRRHENIAN SEA

Lucca's provincial territory offers a wide range of natural landscapes and tourist itineraries: the beautiful beaches of the Versilia, Massaciuccoli Lake where Giacomo Puccini composed his masterpieces, the Apuan Alps and the woods of the Serchio Valley, the numerous villages and cities of art. The Versilia is the area right along the Tuscan coast in the northwestern edge of the province of Lucca. It is widely known and popular for the fashionable resorts along its Riviera.



## THE SERCHIO VALLEY

# LANDSCAPE, ACTIVITIES AND HOSPITALITY

Surrounded by the Apuan Alps and the Apennines, the Serchio Valley, crossed in its entirety by the Serchio River, is a lush green valley that offers plenty of activities to do and places to see, like the many villages that hold enchanting art and architectural treasures, from Castelnuovo Garfagnana to Barga, and Castelvécchio Pascoli, from the Wind Cave (the Grotta del Vento) to the legendary Devil's Bridge in Borgo a Mozzano.











BARGA

# WHERE BEAUTY MEETS HISTORY

Barga is the most important hilltop town in the area and it has been officially included in the list of One of the Most Beautiful Villages in Italy for its historical and artistic importance. The Serchio Valley is a rural area trying to attract more tourists coming from the popular Versilia coast turning its resources into points of strength to transform this area into a tourist destination as a whole.







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