



United Nations
Educational, Scientific and
Cultural Organization



Creative Cities Network



AJUNTAMENT DE DÉNIA
Regidoria de Turisme





Project for the
Candidature of  to Creative City
of Gastronomy



••••• CANDIDATURE CONTACT PERSONS

Ana Kringe Sánchez.

Mayor

Pepa Font Reus.

City Councilor for Tourism

Dénia Municipal Council

Tel. +349657880100 alcaldia@ayto-denia.es

••••• COORDINATION AND CONTACT PERSON

Pepa Cardona Martorell

Director, Department of Tourism, Dénia Municipal Council

C/. Manuel Lattur, 1 - E03700 Dénia (Alicante) España

Tel. +34 966422367 pcardona@ayto-denia.es

MANAGEMENT TEAM

Remedios Cerdá. Manager, AEHTMA (Marina Alta Restaurant, Hotel and Tourism Business Ass.).

Florentino Terrades. Local Development Agent. Dénia Municipal Council.

Maribel Font. Head, Department of Culture. Dénia Municipal Council.

Josep Gisbert. Municipal Archaeologist. Dénia Municipal Council.

Rosa Sesar. Municipal Historical Archives. Dénia Municipal Council.

Miguel Ángel Civera, International Expert in Local Development (ILO).

Imma Mengual. Communications and Creativity Expert. Professor, Miguel Hernández University.

Carlos Climente, Tourism Marketing Expert.

••• TEAM PARTICIPATING IN THE CANDIDATURE

• Valencia Polytechnic University. Food Technology Department. Professor: Purificación García Segovia.

• University Miguel Hernández of Elche. Fine Arts Department.

• University of Alicante. Master, Restaurant and Hotel Management. Coordinator: Antonio Llorens.

• National Distance Education University (UNED) Dénia. Director: Raquel Martí.

• CdT Dénia (Dénia Tourism Development Centre). Director: José Vidal.

• INVAT.TUR (Valencian Institute of Tourist Technologies) Head, Cooking Laboratory: Evarist Miralles.

• Dénia Public Health Centre. Director: Pascual Martí Miralles.

• CREAMA (Consortium for the Recovery of the Economy and Activity of La Marina Alta).

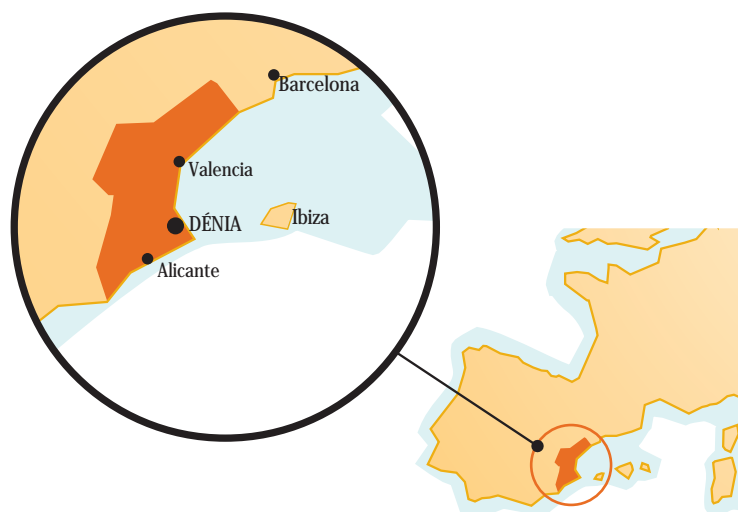
• Dénia Fishermen's Association. Secretary: Miguel Dalmau.



MOTIVATION

The candidature of Dénia to the UNESCO Network of Creative Cities of Gastronomy intends to strengthen our gastronomic model by fusing the know-how of our Mediterranean culinary tradition - recognized even further by this quality seal - and investing in continuous innovation, resulting of an exchange with cultural realities and different culinary techniques.

On the easternmost tip of the Iberian Peninsula, protruding into the Mediterranean Sea and just a few miles from the island of Ibiza lays La Marina Alta District. This territory comprises 33 municipalities home to 185,567 residents, covering a surface of 759 km² (293 mi²). This District's capital is Dénia, a city with a population that tripled during the tourism boom of the 60s, but that has known how to preserve its essence as a quaint fishing town with small white-walled, colored-door houses safeguarded from the winds of the sea. Colors as varied as the cultures that have impacted this city's evolution.



Dénia has always been open to the sea and open to the influence of other peoples. The port of Dénia has been one of the Mediterranean's most busy throughout history. During the Roman times, when the city was called Dianium; also during the Muslim period, when it was known as Dániya; and currently, given that its commercial port is the main nexus with the island of Ibiza and its fishing port boasts one of the Mediterranean's highest productivity levels.

- Today, Dénia is one of Spain's most cosmopolitan cities, in which 91 different nationalities coexist and where Spaniards represent merely 77% of the population. Furthermore, it is one of Europe's most important gastronomical centers, with over 479 restaurants, 2,500 restaurant professionals and 3,600 suppliers.
- Over the course of history, four autochthonous products have taken precedence in Dénia's gastronomy: fish and shellfish, wine, olive oil and raisins. Four of the maximum exponents of the Mediterranean diet, UNESCO Intangible Cultural Heritage, and of which Dénia would be the sole representative in the Network of Creative Cities of Gastronomy.
- In fact, Dénia is already one of the main exporters of the Mediterranean diet in Europe, and the greatest exporter of autochthonous shellfish: the Dénia Red Prawn. Each year, over 2,500 youth from around the world take classes in the city's cooking schools. Here they learn recipes traditionally passed from mothers to daughters. Women have also played a major role in the city's gastronomical prosperity to later let their creativity loose in adapting these to their respective cultures.

It is no wonder, then, that Dénia is the laboratory in which over 200 recipes originated which are now widely expanded across the rest of Spain's geography. This is the culinary legacy of a city which firmly believes that good cuisine is not a privilege, but rather, a right.

Dénia is a city devoted to young chefs, thirsty to know other cultures that may pour creativity into its cooking; it is also a city dedicated to the Mediterranean diet; now, it is also passionate about its candidature as UNESCO Creative City. Public and private entities and associations of restaurants and citizens fervently desire to contribute toward the goals of this fantastic network.

General information

THE CITY OF THE IBERIAN PENINSULA'S FIRST NIGHTFALL

Dénia is the easternmost city of the Iberian Peninsula. So much, that on clear days even the island of Ibiza can be glimpsed. It is the city of the Iberian Peninsula's earliest dusk and, perhaps because of this, a cauldron of nightlife and nocturnal celebrations. The average temperature is 11 °C (52 °F) during winter and 25.2 °C (77 °F) during summer.

With an extension of 66.18 km² (25.5 m²) and a population of 42,016 residents, the city lays at the feet of the Montgó Mountain, a giant 753 meters tall (2,470 feet) declared a nature park in 1987, home to one of the country's most diverse flora.

Dénia's coastline extends across 17 kilometers, considerably more than any other similar city, and three ports: for fishing, trade/passengers and sports. Sandy beaches most visited by tourists are north of the city. Rocky beaches and beautiful cliffs lie south, with the San Antonio Cape as the maximum exponent, home to an important marine reserve.

Intimately linked to the sea and the mountain. That is Dénia's essence, reflected in its gastronomic tradition, with meals composed of crop products, fish and game.

LOCAL GOVERNMENT

Dénia has three municipal councils: one for the city and two for La Xara and Jesús Pobre, both minor local authorities (EATIM). The city government is based on three structures:

_Representatives of the municipal government: a mayor and 20 Councilors that govern different areas and services.

_Management and representation bodies: plenary sessions for approving regulations and programs, and advisory committees made up of councilors and technicians from each management area for developing measures later submitted for voting during plenary sessions.

_Municipal groups: Political parties with elected representatives.

Dénia is also the administrative capital of La Marina Alta District, located north of Alicante province. The governmental authority here is the provincial Council. Alicante is the southernmost province of a larger region, the Community of Valencia, governed by the Generalitat.

The Dénia Municipal Council, the Alicante provincial Council, the Valencia Generalitat and the central government of Spain contribute toward the development of public actions and legislation to which the city is subject.

THE CITY'S DESIGN/LAYOUT

Dénia's varied history has defined its layout. The city is erected surrounding a castle atop the highest part of the city center, built between the 11th and 12th centuries to guard it against the invasion of pirates. This castle and fishermen's quarters were the town's epicenter for many years. Nevertheless, changing scenarios of economy and society sparked a progressive transformation of the center toward a more disperse model in which all neighborhoods gain relevance. Amongst these neighborhoods are worth highlighting:

Baix la Mar: Close to the sea, it preserves the charm of old Mediterranean fishermen's quarters, with homes of rounded bases protecting them from rising tides and narrow streets that open onto luminous plazas.

Les Roques: In ancient times the location of the Muslim medina. Situated at the doors to the castle, it is known for its buildings, narrow cobblestone streets and steep slopes.

Loreto-Cavallers: A neighborhood that still conserves an interesting collection of homes built during the end of the 18th century and where some of the city's best restaurants are located.

Montgó: The Mountain's hillside boasts the city's most residential and cosmopolitan neighborhood, with single-family homes owned by Spanish families and residents from northern European countries.

Infrastructures

TRANSPORTATION

Tourism is Dénia's main source of income. The city has outstanding communications that facilitate the influx of visitors. Physically situated in a privileged geographic location, it is just one hour from the Valencia (VLC) and Alicante (ALC) airports.

The basic road network is composed of a series of roads that connect with the AP7 highway, a busy road running along the route of the Via Augusta, the main commercial road during times of the Romans between 1 and 2 BC and which joins the main cities of the eastern coast of Spain.

Dénia also has a railway that connects it with the city of Alicante, capital of the province. Furthermore, its bustling commercial port connects it with the Balearic Islands, especially the island of Ibiza, to which it sends over 400,000 passengers per year.

INSTITUTIONS AND SERVICES

As the administrative capital of La Marina Alta, public institutions offering services to the residents of this region are headquartered in Dénia: public health buildings, courthouse, tax authorities, Tourism Development Centre, Montgó Nature Park and San Antonio Cape Marine Reserve interpretation center. Dénia also has ten schools, three high schools, a university and an official school of languages, indispensable in such a cosmopolitan setting.

MONUMENTS AND SYMBOLIC BUILDINGS

Dénia is a monument in itself. Crowned by a castle, the vestige of different civilizations (Roman, Muslim and Christian), neighborhoods of Muslim character, modernist architecture and residential areas make up the city. Dénia's renowned historical-cultural heritage is composed of cave paintings, archaeological sites, churches, conquest hermitages, walls, towers and convents.

Amongst the city's most emblematic monuments are:

_Churches and hermitages: Dénia has three churches. The largest is the church of la Asunción, a baroque temple built during the 18th century, at the Plaza de la Constitución, across from the City Hall. The oldest, built during the 17th century, is the church of San Antonio, standing at the end of a picturesque plaza full of coffee shops and terraces. The smallest is the church of Nuestra Sra. de Loreto, along a pedestrian street where some of the town's most traditional restaurants are found. Likewise, Dénia has four hermitages: Santa Lucía (15th c.), San Juan (13th c.), Santa Paula (16th c.) and Pare Pere (17th c.).

_Torre del Gerro: a watchtower of the Renaissance, part of the coastline surveillance system developed during the 16th and 17th c. for defending against Berber pirates. Its name, Gerro, comes from its curious jar-like shape.

_The City Hall: an ancient, classic building with solid, semicircular arches in honor of the city's Roman period.

_Les Drassanes (the old dockyards): a building of the 16th c., currently reconverted into a hotel, used for shipbuilding.

MUSEUMS

Dénia has several museums. The most noteworthy are:

_The Archaeological Museum, portraying Dénia's historical evolution, from its origins during Iberian times to the 18th c.

_The Ethnological Museum, presenting progress during the 19th c. and its ties with the raisin trade.

_The Toy Museum, displaying a sample of Dénia's toy manufacturing production from the early 20th c. to the decade of the 60s.

PARKS AND NATURE RESERVES

Dénia has implemented a strict environmental policy, committed to international agreements such as the Millennium Development Goals, Aalborg Charter, Cities for Climate Protection Program, International Association of Educating Cities or the FAO Mountain Partnership.

Even beyond the scope of these agreements, citizens have always professed an enormous respect for their two main food supply sources; the sea and the mountain. Fruit of this respect, Dénia has a nature park and a marine reserve.

Montgó Nature Park

The Montgó Mountain was declared a Nature Park by the regional government in 1987 to preserve the assets of its landscape, its fauna and its flora. The Park is home to over 600 plant species and over 80 animal species, amongst birds, reptiles, amphibians and mammals. In addition, it houses magical nooks, such as “Cova de l’Aigua” or “Cova del Camell” grottos, naturally eroded by water.

San Antonio Cape Marine Reserve

The San Antonio Cape Marine Reserve is an open sea area dedicated to the conservation of species like sciaphilic algae, calcareous rhodophytes, gorgonians, sponges, slipper lobsters, groupers, moray eels, sea breams, serranidae, croakers, porgies or salema porgies. The Marine Reserve is a tremendously environmentally valuable area of restricted access.

Dénia of the Future

At the start of the century, Dénia's local government agreed on a model for growth for the city based, on one hand, on improving quality of life and, on another, on sustainable economic development, which to date is bearing its fruits.

IMPROVING QUALITY OF LIFE

The secret to gaining health is to eat well and exercise. Since 2008, Dénia's local government is implementing an ambitious plan to incentivize habits that include an architectural remodeling of the city, amongst other actions.

Dénia increasingly has more spaces for practicing sports and more sports activities specifically targeted at youth. In fact, over 5,000 children in Dénia have actively participated in school sports competitions.

Likewise, Dénia's new urban development plan includes more pedestrian areas, green spaces and plazas. The three most recent actions carried out over the last four years exemplify this:

_Pedestrianization of Calle Diana: The main artery of Dénia is calle Marqués de Campo, connecting the port with the old town center. It is a modernist street favoring meetings and socialization as it is full of bars with terraces, ice cream parlors, coffee shops, restaurants, stores and markets. Since 2011, the most central section of the street, connecting with the streets that concentrate the city's leisure offer, la Mar and Cavallers, has been pedestrianized.

_Urban development actions in the old town: The most central parts of Dénia have been remodeled to provide access to several emblematic buildings of the city, such as the City Hall, the Castle or the Convents. This action has resulted in an area of plazas and pedestrian streets where the gastronomic, cultural and musical offers contribute toward strengthening social relations.

_Sustainable urban remodeling of the Fishermen's Quarters (Baix la Mar): This architectural remodeling resulted of a consultative process open to all of Dénia's citizens, and integrates spaces for coexistence, such as plazas, esplanades and parks.

Definitely, Dénia more and more counts with spaces promoting interaction and which are ideal locations for restaurants and terraces which, in turn, increase the city's gastronomical offer. This expansion of the gastronomy available has sparked greater competition between establishments and, ultimately, has repercussions which augment the quality and creativity of the dishes offered.

SUSTAINABLE ECONOMIC DEVELOPMENT

The typically Spanish tourism of sun and sand is characterized by high seasonal fluctuation. In order to attract a more constant flow of tourists, Dénia introduced gastronomy into its offer as a differential factor. Currently, 91% of the registered tourism-related activities in Dénia are linked, directly or indirectly, to the restaurant sector.

This generated stable employment, not only in hotel establishments, but also for suppliers of these businesses. Farmers markets (at which the farmers themselves sell their own products to consumers), fish markets where fresh fish is auctioned and retail food suppliers have seen their business profits gain stability year-round and, as a result, have been able to offer more stable jobs.

To continue motivating this economic model and make it sustainable, the local government promotes the consumption of fresh and healthy products. For this, it has improved access to the markets, offers awareness-raising courses at schools and continuously transforms these markets into scenarios of gastronomical contests that guarantee a flow of potential clients.

Multicultural Profile of the City

Over the years, Dénia has been a meeting point for different civilizations. Fruit of these encounters, the evolution of Dénia's gastronomy has not been endogenous, but instead, tremendously cosmopolitan and variable.

HUNTERS DURING DÉNIA'S PREHISTORY

- The name Dénia alludes to Diana or Artemis, the Greek goddess of the hunt. Therefore, it may be supposed that Dénia was originally a fantastic hunting reserve. In fact, in one of the city's most remote spots, the Benitzaines, is found the Cueva de la Catxupa cave, treasuring a series of rock paintings that represent hunting figures.

DIANIUM

Dénia is the denomination of origin of one of the oldest wines of the western Mediterranean, an *opidum ibérico temprano*. In Alt de Benimaquia, on the slopes of the Montgó, an Iberian settlement was unearthed, the activity of which dates back to 6 and 5 BC, inside of which were found diverse departments with structures and characteristics that are unequivocal signs of having practiced the art of pressing grapes and of fermenting grape juice.

During Roman times, Dénia was already a center for gastronomical exchanges with the rest of the empire: archaeological studies have proven that the city was specialized in fishing tuna, salting and storing olive oil in amphorae for later commercial exchange.

DÁNIYA

The 14th and 15th c. are important in that Al-Andalus Dénia changes from dry-farming to irrigation-farming, which incorporates fruit and all types of new foodstuff. During this time, Dénia became a leading producer of raisins.

DÉNIA, TODAY

- Currently, Dénia is a melting pot of races and nationalities. Up through March 2, 2014, the total population of Dénia citizens is composed of 77% Spanish, 3.13% German, 2.52% British and 1.23% Colombian, amongst others. The Dénia census registers citizens from 91 different nationalities.
- Tourism increases this multiculturalism even more. Over 50% of tourists visiting Dénia year-round come from other countries. Of these, 36% are French, 28.2% are British, 18.6% are German, 3.5% are Dutch and 3% are from countries from the East.

All of this is directly and greatly impacts the character of the people of Dénia and, of course, the diversity of its cuisine. Our investment in our youth, multiculturalism, culinary creativity and the Mediterranean diet all represent Dénia and make it unique. For all these reasons, the city aspires to becoming a member of the International Network of Creative Cities of Gastronomy.

CREATIVE ASSETS AND PROGRAMS

Infrastructure for Leisure and Consumption

Firmly rooted in their tradition, as we already mentioned, the people of Dénia believe that good cuisine is a right rather than a privilege. Gastronomy is the center of numerous conversations amongst friends and diners are extremely demanding.

ASSOCIATIONS

The demanding level of the city's gastronomical associations, whose members are indirectly related to the sector (not professionals) but are authentic gourmets, is particularly important. Two examples of these associations are La taula del bon profit, L'Acadèmia Valenciana de la Gastronomia or the Slow Food Marina Alta movement.

The latter group, whose objective is to promote the virtues of traditional cuisine in contrast with the culinary trends that result of the fast life, organizes exchanges between university students and artisan fishermen from the Port of Dénia to create a space for debate and reflection about the challenges faced by this sector.

PRODUCTIVE CENTERS

The gastronomy of Dénia expresses its Mediterranean character. Representing a way of experiencing life and emotions, it has generated habits and connections across sectors, establishing participatory spaces. The productive centers of the gastronomy of Dénia may be divided into two categories: sale of unprocessed goods (fruits, vegetables, fish, etc.) and sale of processed goods (mainly restaurants).

• Sale of unprocessed products

• Dénia has over 400 plots dedicated to the agricultural production of citrus fruits, fruit trees, vineyards, olive trees and vegetables, and a fishing fleet comprising 29 boats crewed by 102 persons, of which 15 are Trawlers, 1 is a Seiner, 11 are Trammel Net fishers and 2 are Longliners. The total catch in 2013 was 618,840 kg (1,264,308 lb) of fish and shellfish. An enormous production with a very limited life which requires a fast rotation. To this end, Dénia has the following points of sale:

• Town market: A huge building in the center of downtown offering agricultural produce, bread, meat and fresh fish. Open from Monday to Saturday, the market houses 59 stalls selling the city's typical products, like Pansa de Moscatell (Muscat raisins), Gamba Roja (Red Prawn) or the Meló del pinyonet (piel de sapo/Santa Claus melon). All towns of La Marina Alta region have municipal markets.

Fish market: Located at the fishing port, it opens from Monday to Friday after 5 p.m. to sell the fish caught by the boats in the afternoon. Most of the product is auctioned (the total auction amount in 2013 was 40,982,275 €) and is not sold retail.

Hypermarkets: Hypermarkets, known for selling frozen fish, make an exception in Dénia, where the population demands fresh fish, and each afternoon offers fish and shellfish from the region: octopus, mackerel, sea bass, Dénia Red Prawn...

• However, sometimes it does not suffice to put produce within reach of the people, but instead to position people close to the produce. The Dénia Municipal Council facilitates and coordinates the celebration of "street markets" as an expression of creativity. These markets mainly supply seasonal, local produce. Yet, their added value is that they serve as experiential meeting spaces. Amongst these are:

• _The weekly fruit market, established every Friday outside the doors of the Municipal Market. This space allows the direct sale of crop products by farmers, without middlemen.

• _Symbolic, accessible spaces, such as Plaza del Consell, the scenario for fairs and exhibitions related with food, amongst which stand out the Food Fair (which markets traditional products processed using old techniques) or the celebration of Wine canting (a promotional event of wines with the Alicante denomination of origin).

_Riu Rau Market, in Jesús Pobre, a space designed for drying raisins in which traditional gastronomy fuses with different artistic manifestations related with music, handicrafts or design.

_Ecodénia, a natural food and health fair held each year in October, demonstrating traditional trades, workshops, organic foodstuff, natural cosmetics and medicinal plants.

••• Sale of processed products

••• In Spain, gastronomy has increased in importance in economic terms within the totality of its tourism offer. According to the Institute for Tourism Studies (IET - Instituto de Estudios Turísticos), in 2013 a total of 7.4 million international tourists visited Spain, attracted by its gastronomy (32% more than in 2012) and, furthermore, increased their overall spending. Tourist occupancy in Dénia - which reaches rates of 90% in summer and 76% during Easter vacation - are attributable, to a great degree, to the weight of its gastronomy. This has sparked the continued growth of spaces serving meals in Dénia, a key driving force for local and regional development.

••• As a tourist destination, Dénia offers 2,363 hotel beds, over 12,000 non-hotel sleeping accommodations (apartments, homes and bungalows) and 1,566 campsite accommodations.

Over 473 bars and restaurants in Dénia generate more than 2,500 direct jobs and serve over 20,000 meals daily. To this are added over 100 itinerant food stands serving consumers at temporary markets and fairs.

Dénia, furthermore, has 279 food-related retailers, excluding hypermarkets. Some of the most symbolic are:

_El celler de la Marina: shop of artisan farming products from Gata de Gorgos. It sells vinegar, marmalade, wine, liquor, dried fruits and nuts, etc. and organizes visits to vineyards for in situ winetasting.

_Original CV: gastronomical-cultural space where any product, recipe or curiosity concerning regional winemaking and gastronomic traditions may be found.

_Giró Fruits Secs: a specialized retailer of dried fruits and nuts, vegetables and cereals. Products with guarantee of origin, artisan roasting of dried fruits and nuts, organic products and over 200 products in bulk.

_Parque Natural del Montgó: products farmed and produced exclusively in the Montgó and its area of influence, elaborated in accordance with maximum quality requirements based on traditional or own recipes. Without preservatives, colorings, flavorings, additives, and complying with all requirements established by the EU and regulations in effect for their classification as organic.

- Our gastronomy: cuisine of both tradition and the sea
- As a result of all of this, the main ingredients of Dénia's recipe creations are rice, fish and shellfish; products of vegetable crops and fruit orchards, sea and mountain; and the Mediterranean diet, all rooted in tradition, research and innovation.
- Thus, our dishes define our know-how, history, landscape, customs and peoples.
- Appetizers worth highlighting: boiled Dénia Red Prawn, grilled Dénia Red Prawn, prawns with chard, octopus with chard stalks, fried blood with onions, frigate tune stew, salted fish, cocas (small pizzas), espençat (codfish/pepper/eggplant salad), sea urchins and dried octopus.
- Main courses most representative of Dénia: arròs a banda (dry seafood rice with the fish served separately, a banda), brothy seafood rice, fideuà (seafood with noodles instead of rice), fish and prawn stew, meatball stew, brothy rice with rabbit and snails, black rice, rice with spinach and anchovies, oven-baked rice, rice with beans and turnips, paella valenciana (Valencian paella with meat and vegetables), monkfish with garlic and paprika sauce and sea bass baked in salt.
- Almonds, pumpkin, figs and citrus fruits are discovered in our most cherished desserts: coca Maria (sponge cake), arrop i tallaetes (fruit in syrup), pumpkin buñuelos (fried dough balls), pumpkin and chocolate pie, coffee and orange custard, sweet potato pastries and fig bread. Muscat raisins and La Marina mistelle are served to leave a sweet taste in the mouth at the end of the meal.

The resulting gastronomical canvas entails an intense experience of sensations and transposes the diner directly to the shores of Les Rotes, the Port of Dénia, the Castle and the Montgó.

On another hand, the continued research and experimentation with our products and recipes by our chefs let us speak, today, of a world famous state-of-the-art gastronomic revolution in Dénia.

FESTIVALS, CELEBRATIONS AND FAIRS

Dénia's mild climate makes going outside appealing during both winter and summer. Perhaps because of this, the city enjoys numerous fiestas always associated with gastronomy. Practically all celebrations held in Dénia include a cooking contest as part of the program. These contests spark the creativity of chefs to the extent that it is possible to taste fantastic seafood rice without the rice, or a Mediterranean fish cooked oriental-style, known as mediterrasian in Dénia.

Gastronomical tradition in Dénia, therefore, transfers values, structures the society, recovers techniques and is manifested through representations in which all of these elements coincide. Fiestas and organizations use gastronomy as a creative element that preserves, disseminates, innovates and contributes emotional values to its way of being and tasting.

Fallas

Fallas are a great fiesta in Dénia, celebrated at the start of the spring equinox. During an entire week, the streets come alive with celebrations, passacaglia (participants dancing along the street behind the bands playing), music, firecrackers, flowers and twenty-four sculpted and painted cardboard monuments satirically representing events occurred throughout the year. These monuments are burned to symbolically erase the blow of low moments of the preceding year.

The preparatory process prior to these festivities is long and tedious. These planning meetings are always held at mealtimes. During the week of the fiestas, these meals multiply. Dishes that are typical the rest of the year (paella, arroz al horno (oven-baked rice), arroz negro (black rice), etc.) assume secondary roles, moving the spotlight onto the fiesta's delicacies: horchata de chufa (drink made of tigernuts), fartons (sweet that accompanies horchata), or pumpkin buñuelos (fried dough balls).

The importance of gastronomy as a social vector is of such magnitude that the Committees of each Falla publish, recipes and *Llibrets de cuina* (cookbooks), with titles like *Espigolant per les cuines denieres* (Harvesting along Dénia's Kitchens), or *La Nostra cuina* (Our Cuisine), fulfilling the objectives of preserving our heritage, disseminating, educating and learning.

••• Holy Week

••• The week of Easter, a traditionally religious festivity, changes our eating habits, limiting the consumption of meat. During this time, Dénia's residents consume seasonal, usually homemade products, such as Mona de Pasqua (sweet cake with a boiled egg in the middle) or llonganissa (dried sausage made of pig).

••• Christmas

••• Christmas celebrations are unimaginable without the presence of special dishes, such as putxero de Nadal (Christmas stew) containing the tasty pilota dolça (almond-cinnamon balls), sweets, pastissos de Nadal (Christmas pastries) and almond turrone (nougat). During these dates the Fira del Porrat celebration is held, dedicated to Santa Llúcia, an outdoor market where traditional products, sweets and dried fruits and nuts are sold.

• POLICIES AND MECHANISMS FOR SUPPORTING GASTRONOMY

• The Dénia Municipal Council has implemented policies to support the city's gastronomical creativity. Participatory citizenship programs, cooperation and promotion of gastronomical tourism as a differentiating element and identifying vector. Amongst these, we highlight:

• _Operating Action Plan of the Local Agenda 21: A mechanism for on-line consultations and in-person sessions with citizens for defining specific actions related with culture and urban development.

• _Giving support to the Municipal Market Vendor Association through the City Council Trade Department with the campaign Productes frescos, menjar sà ("Fresh products, healthy eating").

• _Annual Collaboration Agreement with AETHMA: AEHTMA is the Marina Alta Restaurant, Hotel and Tourism Business Association. Every year, the Dénia Municipal Council provides support to the association for participating in FITUR (International Tourism Trade Fair) celebrated in Madrid; specific training on food handling for the restaurant sector, free of charge; promoting Dénia as a destination at events programmed by the Alicante provincial Council; organizing the Concurso Internacional de Gamba Roja de Dénia (Dénia Red Prawn International Creative Cuisine Contest); organizing Fam-trips for tourism professionals; and, finally, establishing the Dénia Card, a fidelity program for tourists who annually visit Dénia.

• _Organization of the gastronomical thematic days Dénia, peix i mar (Dénia Fish and Sea) in collaboration with the Fishermen's Association and AEHTMA, to disseminate the art of traditional fishing amongst citizens and tourists by exhibits on fishing practices, including a guided visit through the fish market, an on-deck visit to a boat of each type of fishing, workshops for children, a space dedicated to the San Antonio Cape Marine Reserve and a gastronomical fair, to promote the species typical of the area through tastings.



_The Dénia Tourism Office in executing its Action Plan carries out actions related with gastronomical tourism which entail:

- .Creating and designing a tourism brand, symbolically representing the prawn.
- .Drafting and editing publications, specifically on local and regional gastronomy. Providing support for publications by local authors specialized in gastronomy and of cultural and social groups and associations.
- .Organizing gastronomical contests, technical seminars and popular events.
- .Designing and creating products related with tourism and gastronomy.
- .Carrying out annual national and international marketing campaigns at tourism fairs and fairs specialized in gastronomy.
- .Investing in gastronomical events that foster creativity: International Arroz a Banda Contest, Red Prawn Creative Cuisine Contest, UNED summer university course on the Dénia Red Prawn, participation of Dénia in national gastronomical events like Madrid Fusión.

Denomination of Origin

Independent of these actions, many products produced in the Marina Alta have a denomination of origin, proof of their quality and autochthonous source. These denominations are:

_Cerezas de la Montaña de Alicante (Alicante Mountain Cherries): the mountain of Alicante is a privileged area for growing cherries. It is one of the most mountainous areas of the Community of Valencia, with high calcium carbonate levels and scarce organic matter in its soil, a moderate Mediterranean climate, cold temperatures and a greater amount of rainfall than the rest of the Community. Cherries under the umbrella of the Protected Geographical Indication are of the varieties: Burlat, Tilagua, Planera, Nadal and Picota as main varieties and Star Hardy Geant, Bing and Van as pollinators.

_Vinos de Alicante (Alicante Wines): of diverse varieties and styles: Alicante tinto (red wine), monastrell, muscat, ancient, noble and sparkling wines.

_Gamba Roja de Dénia (Dénia Red Prawn): The city strives to obtain a guarantee seal - gamba roja (red prawn) - for its recognition as autochthonous shellfish. Dénia's inclusion in the UNESCO Network of Creative Cities of Gastronomy would be a stimulus for obtaining this certification.

Human Resources

LOCAL CREATORS

Local farmers and fishermen play a tremendously important role in creating and developing Dénia's gastronomy.

Fishermen are members of Fishermen's Associations, grouping all seamen of the Marina Alta's three most important ports: Dénia, Xàbia and Calp. These Fishermen's Associations advocate and impose a model of responsible fishing and sales based on tradition, simultaneously combined with an innovative auction using new technologies and social networking.

Agricultural production, on another hand, is left in the hands of numerous local and regional individual producers who act independently, selling directly to the consumer without intermediaries. Clearly, the trend moves toward organic farming.

PROFESSIONAL ASSOCIATIONS

Dénia has important associations of farmers, cooperatives and companies specialized in different crops:

_Cooperativa Agrícola de Pego (Pego Farmer Cooperative): brings together producers of citrus fruits and vegetables. The orography of the Pego Valley, west of Dénia, closed to the sea and surrounded by mountains, grants it an excellent microclimate for growing citrus trees and all types of vegetables.

_Arroz Bomba Stalons (Stalons Bomba Rice): an association of farmers that produce arroz bomba in the Pego-Oliva Marshland Nature Park, north of Dénia.

_Cooperativa San Vicente Ferrer (San Vicente Ferrer Cooperative): established in 1940 in Teulada, a municipality of the Marina Alta, with over 100 members who produce sweet muscat sold as wine, liquor and table grape.

_Bodegas Xaló (Xaló Winery): with over 50 years of history, currently with over 400 members who grow grapevine in the municipalities of Xaló, Llíber and Alcanalí, south of Dénia, producing prized and renown wines and mistelles.

_Bodegas Gutiérrez de la Vega (Gutiérrez de la Vega Winery): since the 70s, producers of highest quality wines. Its Casta Diva cosecha miel is well-known. Located in Parcent, it has known how to conjugate culture and enology by creating an internationally prized and appreciated blend. It also markets vinegar, gelée and olive oil.

Education, research and professionalization

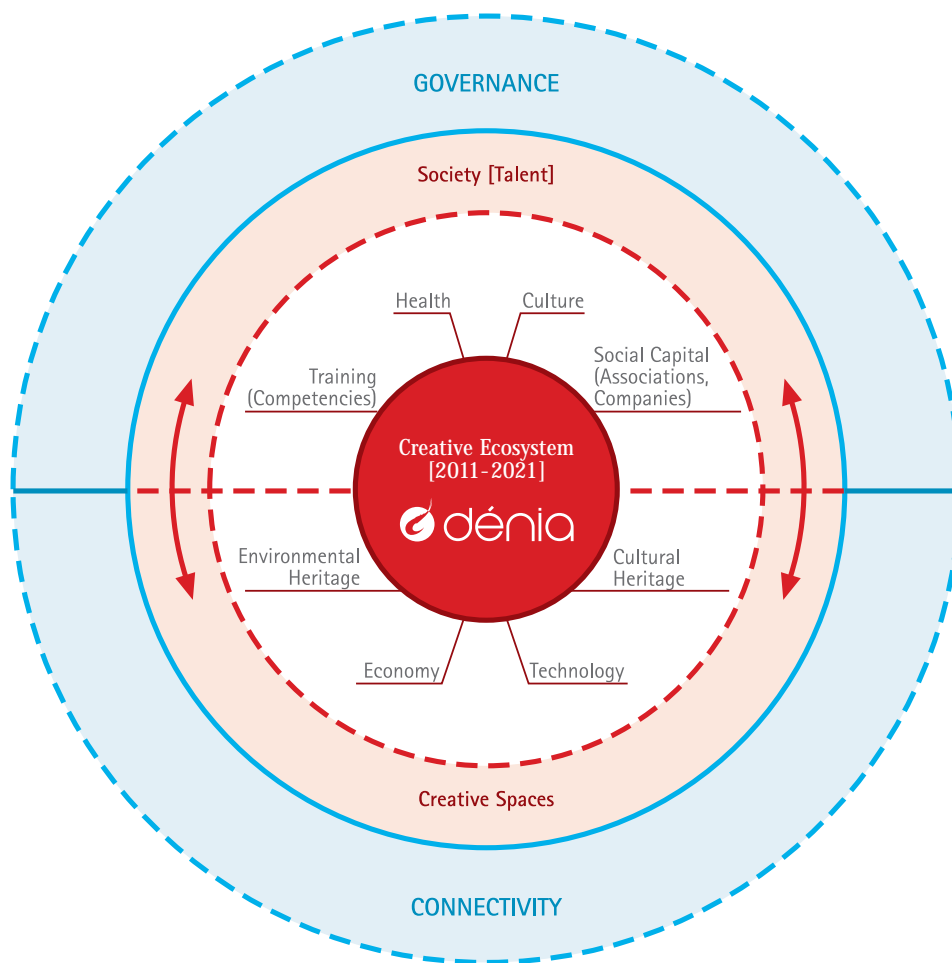
Creativity requires creative spaces and transformation, changes to social capital. Education and training allow for learning and applying learnings, the basis for this transformation.

Dénia makes major investments in creating knowledge through the quality, quantity and variety of educational infrastructures and programs related with gastronomy, aligned with the values defined in the creative ecosystem.

Associations, schools and restaurants in Dénia are a laboratory for preserving and experimenting new models for creating gastronomy, intimately linked with the city's sustainable development strategy. A laboratory, definitely, for expressing creativity based on gastronomy.

Public-private partnerships, a high level of associationism, belonging to a Mediterranean gastronomical culture, territorial and institutional cooperation, and gastronomical tourism marketing are the pillars of this strategy, in which creativity is integrated as the central component of learning and knowledge.

CREATIVE ECOSYSTEM [2011-2021]



Source: URBACT. Creative-based strategies in small and medium-sized cities.

PUBLIC EDUCATION

Dénia concentrates different training-related infrastructures. Education centers across different levels and scopes which cooperate to foment creativity in our local gastronomy.

Centro de Desarrollo Turístico (CdT - Tourism Development Centre).

- Dénia's municipal sports center is located on the outskirts of town. It is a peculiar area because, from Monday to Friday, it doesn't smell of sweat, but rather, like seventh heaven. Anyone running on the track, playing soccer, basketball or tennis smells the delicious aroma coming from the adjacent building.
- This state-of-the-art cube of 3,600 m² (38,750 ft²) with four stories is the CdT, a building owned by the network of Tourism Development Centres of the Comunitat Valenciana, used for preparing professionals and offering vocational training for tourism sector human resources.

Inaugurated in 2006, the CdT is a hive of activity with persons continuously coming and going. This infrastructure is fully equipped to the highest professional levels, with four kitchens, three company-owned stores, one bakery, two wine-tasting rooms and several dining rooms for use during student internships. Over 1,800 students pass through its facilities each year (over 500 per day) who participate in the more than 100 courses targeting all professional profiles across the sector: cooks, products, territory, management, innovation or marketing. The educational degrees obtained by the students are issued by the Spanish Ministry of Education and are valid throughout Europe.

This space is ideal for the international meetings of the members of the UNESCO Network of Creative Cities of Gastronomy.

As a centre fostering reflection and innovation, the CdT of Dénia supplements training actions with other actions aimed at facilitating innovation and creativity and optimizing competencies, mainly amongst youth:

_Professional networking to incite the exchange of ideas.

_Conferences and dissemination activities on strategic alternatives for new products, Mediterranean cuisine, organic cooking and culinary creativity.

_Conferences to boost the image of Dénia as a differentiating element of the product and of the tourist destination.

_Cultural exchanges: creation of networks for cooperation with other, similar entities in other countries to encourage the exchange of ideas, techniques, human and technical resources.

_Local marketing and social awareness-raising as a joint task with other entities to enable a sense of belonging and social participation. For this, gastronomical thematic days are organized, open to the public, activities for schoolchildren; Open Days; meals served for different collectives of society to promote gastronomy and the Centre's activity.

_Promotion of employment for youth through the new tourism job portal CdT Jobs, aimed at course participants and employers.

_The TV channel CdT Televisión specialized in on-line training via the Internet.

The stage for Dénia's main promotional events is also the CdT: fairs, workshops and show cookings such as that of Quique Dacosta (chef of his establishment in Dénia awarded four Michelin stars) in the UNED summer course 26 Gambas, recorrido sobre 26 años de cocinero y 26 creaciones en torno a la gamba (26 Prawns, tour of 26 years as chef and 26 creations with the prawn), or the more recent, those of the Chefs Evarist Miralles and Rafa Soler in the Forum Arròs a banda & A banda de l'arròs (Arròs a banda and everything else aside) where tradition and innovation reigned.

••••• INVAT.TUR - Valencian Institute of Tourist Technologies

••••• The INVAT.TUR building, of 2,900 m² (31,2125 ft²) is designed as a meeting platform for all actors of the tourism sector and symbolizes one of the main pillars for improving competitiveness and sustainability.

••••• Through its Cooking Laboratory, it provides an innovative structure that drives creativity, and intends to promote gastronomy as a differentiating element of tourism through R&D&i applied to cuisine. Its four action lines are:

••••• _Tradition: recovering traditional recipes and promoting and protecting autochthonous products.

••••• _Health: creating healthy dishes, promoting the Mediterranean diet and elaborating meals for persons with special dietary needs.

••••• _State-of-the-Art: researching new ingredients, techniques or processes applicable to gastronomy and improving creativity.

••••• _Sustainability: seeking equilibrium in environmental, economic and sociocultural terms for the Community of Valencia.

Through these four action lines, the Cooking Laboratory intends to consolidate and strengthen the region in which Dénia is located as a destination for quality Mediterranean gastronomic tourism.

INVAT.TUR is unwavering in its purpose of fostering creativity in regional gastronomy, offering courses as specialized as the 1st Technical Cuisine Expert course, backed by the University Institute for Research on Tourism (IUT) of the University of Alicante, to hone the skills of the professionals of the restaurant sector and achieve their integration in the labor market with greater levels of scientific rigor and knowledge of management methods.

Valencia Polytechnic University (UPV)

The Valencia Polytechnic University is the alma mater of many of the most lauded Spanish engineers. In its classrooms, the Food Technology Department and the CUINA Culinary Research and Innovation group carry out activities related with Food Technology to solve problems concerning processing and conserving food, developing safe, high quality, practical culinary products.

The main lines of research it pursues are:

- _Tools based on using ICT for improving the nutrition levels of populations.

- _New conservation technologies: biopreservation.

- _Development of new, non-destructive techniques for analyzing foods.

- _Development and application of edible coatings.

- _Improvement of food processing technologies: salting-desalination, microwaving, lyophilization, atomization, vacuumization, etc.

- _Science and cuisine: development of prepared dishes having high organoleptic and functional qualities.

UPV supports the candidature of Dénia as a member of the UNESCO Network of Creative Cities of Gastronomy and is drafting a collaboration agreement to be signed for developing joint actions related with research in the abovementioned areas, applied to the gastronomic ecosystem of Dénia.

• La Ciudad Politécnica de la Innovación (CPI - Polytechnic Innovation Park)

• CPI is the Polytechnic Innovation Park of the Valencia Polytechnic University (UPV). The CPI is founded on a flexibly designed Open Collaboration Network model that brings together public and private actors to voluntarily share their knowledge and resources. The Network is structured on three, complementary action levels:

• _Local, with the involvement of municipal governments, business associations and promoting entities.

• _National, with collaborations across over 100 public and private bodies of the Spanish R&D&i system.

• _International, with partnerships encompassing 200 public and private innovation research and promotion centers worldwide.

On a local scale, the CPI, as a result of the collaboration agreement with UPV, is to launch the process for establishing in Dénia a Gastronomy Innovation Antenna, a representation of the university managed by the Dénia Municipal Council and business associations which will propel relationships between the different elements of the Network and their nearby businesses. This activity also allows for national and international presentations of Gastronomy.

UMH Fine Arts Department

Dénia is bound to pleasure through art. Many artists establish their residence in this territory to more easily express what they see and feel in this microclimate of saturated colors. The town of Altea is just 40 km away, known for its cobblestone streets and whitewashed houses. The Fine Arts Department of Altea (UMH) is located here, which nourishes artists with knowledge and frequently collaborates with artistic and gastronomic proposals that take place in Dénia.

This Department has over 500 students with 100 graduates each year, and particularly emphasizes an interdisciplinary nature of means of expression for responding to the new demands of education, through a structure contemplating two distinct itineraries: "Plastic Arts" and "Visual Arts and Design".

Dénia's gastronomy is a canvas of a singular chromatic and sensory composition, not only for the palate, but also on the plate. UMH awarded the chefs Quique Dacosta and Paco Torreblanca Honoris Causa Doctorate degrees in June 2013 for their gastronomical creativity and the plasticity/aesthetics of their culinary creations.

University of Alicante (UA)

The University of Alicante, at the capital of the province in which Dénia is located, offers the prestigious education program Gastrouniversia (Gastronomy and University), in collaboration with the Institute for Research on Tourism and La Fundación Empresa y Universidad (FUNDEUM - Enterprise and University Foundation) that includes the Master in Restaurant and Hotel F&B Management, the key of which is to supply the sector with practical and necessary tools for managing, optimizing and making one's establishment profitable. This postgraduate program will soon also be taught in Madrid and the United States. Dénia is one of the centers at which practicums and workshops of this Master are carried out.

• María Ibars Secondary Education School

• Dénia's youth who decide to enter the labor market without passing through the university have educational options available to them at the María Ibars Secondary Education School, which offers mid and upper-level occupational training related with Gastronomy and Tourism: Mid-level Occupational Training in Cooking and Gastronomy, Mid-level Occupational Training in Restaurant Services and Upper-level Occupational Training for Tour Guides, Information and Assistance.

• This school has a broad experience in participating in European projects and exchanges of students and professors.

• Dénia Public Health Center (CSP)

CSP is an institution dependent on the region's General Public Health Directorate, and prioritizes within its Services Portfolio the healthy eating habits of the population, especially for groups with specific requirements that demand special attention, given age, pregnancy, etc. Its promotional actions target:

_Healthy lifestyles through health promotion programs and activities across the region.

_Healthy eating habits through advising on the adaptation of school meal programs to guidelines in effect.

_Healthy eating through breastfeeding.

_Healthy eating and physical exercise during pregnancy.

_Healthy eating and physical exercise during childhood and adolescence.

- Since 2005 it implements the “Healthy nutrition during childhood and adolescence project” to reinforce health education activities related with nutrition by offering or collaborating in educational programs, whether at undergraduate or graduate levels for professionals, workshops for adults, group activities promoting the Mediterranean diet, different culinary techniques and planning of meals, and activities in collaboration with schools aimed at improving the nutrition of children and adolescents.
- Another of its basic actions concerning a healthy diet is the inspection and control by the CSP of Dénia of the 754 food establishments registered in Dénia, completing 100% of the planned sampling of foods within the framework for Public Inspections in the Community of Valencia.
-
-
-

NONFORMAL TRAINING OPPORTUNITIES

In addition to public education, Dénia offers numerous opportunities for learning how to cook in a nonformal, recreational manner.

Training organized by the Dénia Municipal Council

The Dénia Municipal Council provides training for children and the rest of the population.

- On one hand, children aged 8-12 voluntarily attend courses organized by the City Council Environment Department to learn about the local marine species, particularly highlighting endangered species, such as the loggerhead turtle. These classes are given both in the classroom at school and outdoors: on the shores of the Girona River, which flows across the municipality to its mouth at the sea.

Furthermore, the Municipal Council organizes cooking courses and forums for food lovers, and particularly for senior citizens. The elderly know the most recipes and best know how these have evolved and the techniques used for cooking them. Therefore, their involvement is always enriching for the rest of the participants.

Training offered by local chefs

Dénia's chefs take pride in sharing their recipes to the city's residents. Many of the websites of the most popular restaurants, like La Seu (www.laseu.es/blog), publish their menus' recipes. As well, the chefs frequently bring together enthusiasts in their kitchens to teach them how to cook their recipes, step by step.

Private courses

Dénia also has two privately run academies that offer cooking classes to amateurs. The training offered by these academic is supplemented by that of other companies (for example, Thermomix).

EMPLOYMENT OPPORTUNITIES FOR YOUTH

Altogether, the educational centers of Dénia annually graduate over 2,500 students with degrees that enable them to seek employment at any restaurant in the European Union. However, many of them will find work in their hometown.

Business activities related with gastronomy generate a value chain of major socioeconomic impact in Dénia and drive the creation of businesses and employment. Dénia is an example of business association and cooperation, as is proven by:

CEDMA (Dénia-Marina Alta Business Circle)

A federation of business associations, representing over 1,300 businesses across the region.

AEHTMA (Marina Alta Restaurant, Hotel and Tourism Business Association)

With over 700 members, it collaborates in the entire gastronomical creative process and is a member of different advisory boards. It is actively involved at local, national and international levels in all promotional events. Furthermore, the association's members (mainly restaurants and hotels) offer professional internships through the training program in businesses of the sector for students of the Cooking and Restaurant Services training programs of the María Ibars Secondary Education School.

JOVEMPA (Young Business Owner Association of Alicante)

Established to represent, manage and defend the professional interests of young business owners of the province of Alicante and to satisfy their needs for information, training, advice and funding, it has a Business Promotion Office (OPE - Oficina de Promoción Empresarial) that provides consulting services for the creation of gastronomical enterprises.

- Chamber of Commerce, Industry and Navigation of Alicante
- The Chamber of Commerce of the province of Alicante has a Business Incubator in Dénia and offers its members' training and advice. Also, it provides new, creative businesses with support and discounts through local business promotion entities.
- CdT JOBS
- The Tourism Centre has a tourism job portal called CdT JOBS (<http://cdtjobs.gva.es>). An on-line job bank, it targets the students participating in programs offered by the CdTs, as well as companies of the sector, facilitating the immediate integration of employment seekers in the labor market.

- INTERNATIONALLY RENOWNED CHEFS

Dénia's chefs are the guardians of Mediterranean flavor and of authenticity. They add value to in-season products and defend artisan production of food and agricultural products at both municipal and regional levels. Creative and open to neighboring cultures while simultaneously preserving our culinary traditions and customs, they adapt these to modern tastes and the most innovative gastronomic concepts.

Dénia is home to some of the most important chefs across Spain and of one of the most important worldwide. All of them are reputable interpreters of the gastronomical terrain and ambassadors of the city's gastronomy.

• Quique Dacosta

• Quique Dacosta has four Michelin stars: three awarded to his restaurant in Dénia and one to his restaurant in Valencia. Last year he was invested Doctor Honoris Causa in Fine Arts by UMH in Elche. His cuisine stands out for its excellence, innovation, culture and tradition.

• The Quique Dacosta restaurant, located in Dénia, is ranked 26 in the prestigious list “The World’s 50 Best Restaurants 2013”. For the second consecutive year, in 2013 it was named “Best Restaurant in Europe” by the list “Opinionated About Dining”.

• Miquel Ruiz

• Miquel Ruiz, already acclaimed with Michelin stars since his youth, has revolutionized the panorama of Valencian cuisine with his “El baret de Miquel”, in Dénia, for his concept of market-based cuisine, adding value to the typical foods of Valencia. His cuisine is based on local produce and inspires other Valencian chefs, claiming creativity and innovation while serving a culture and heritage of Mediterranean essence that must be preserved.

In 2013, Miquel occupied the inside front cover of El País, Spain's most prestigious daily newspaper.

Evarist Miralles

Evarist Miralles was the winner in 2011 of the Spanish Chef Championship promoted by the Association of Young Chefs of Spain, and was the Spanish cook that represented our country in the Bocuse d’Or 2013 Worldwide Professional Cooking Competition. Miralles has been in the kitchen since age 15, and has completed internships in restaurants like Quique Dacosta's El Poblet (Dénia) and Casa Pepa (Ondara). He is partner and chef of El Bollit, focused on researching Mediterranean autochthonous products. Collaborator in the culinary research of INVAT.TUR, he is a renown trainer.

••••• **Rafa Soler**

••••• The cuisine of Rafa Soler is the fusion of two concepts, Bistro and Gastronomy, combining the Mediterranean's most traditional flavors with a more creative and innovative cooking, always using local produce of the highest quality. Soler's fame arises from his training and advice received by the great masters of Spanish cuisine (trained with Martín Berasategui).

••••• In 2011, Soler was awarded four prizes: he won the 7th Best Spanish Tapas Championship, Best Restaurant and Best Chef of the Community of Valencia, and was a finalist for Best Restaurant awarded by Madrid Fusión.

•

•



CITY'S CONTRIBUTION TO THE CREATIVE CITY NETWORK

Dénia, as presented in previous sections, has been and continues to be now a creative center of Mediterranean gastronomy, declared UNESCO Intangible Cultural Heritage, and is a model of fostering healthy habits.

Mission

As a member of the Network of Creative Cities of Gastronomy, Dénia would become the leading reference of the Mediterranean diet amongst this select group of cities and would share its gastronomic heritage and active policies for disseminating healthy habits with the other members. Cultural exchanges with the other member cities would heighten the creativity of its cuisine even further.

Vision

Given its geographical location and ample hotel accommodation availability, Dénia could become one of the most important meeting points of the Creative Cities. In fact, both public and private entities in Dénia would make great efforts for this to become a reality.

On one hand, all of the city's political parties will unanimously vote in favor of supporting the candidature of Dénia as Creative City of Gastronomy. Furthermore, the Government of Valencia has assured its support.

On another, the members of AEHTMA will offer their rooms and open their kitchens to promote exchanges amongst chefs of the Network.

All of this would transform into shaping a community of knowledge and innovation that would permit the generation of new goods and cultural services, joint ventures across the cultural industry, and new expressions of creativity linked with gastronomy.

Dénia's Contribution

Dénia will cooperate with other Network Cities to:

_Favor the preservation and dissemination of the gastronomic cultural heritage of the member cities by studying and applying innovative methodologies and solutions.

_Support local governments in defining and specifying their actions through creativity-based foci, integrated within local development plans.

_Disseminate and transfer practices that have obtained positive results on a local level amongst the rest of the Network members.

_Consolidate creativity in gastronomy as a key factor for the sustainable development of cities, generating new businesses and, through these, employment opportunities for society's most vulnerable groups.

_Propose joint projects amongst Network members by detecting and analyzing new trends. These projects may be related with training, culinary techniques, new business models, food consumption habits, food and agricultural products, etc.

_Preserve, add value and disseminate, on local, national and international levels, a Mediterranean diet that is alive and creative, yet threatened. As stated in the Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO, Paris, 2003): Many elements of Intangible Cultural Heritage are threatened due to the effects of globalization, homogenization and lack of resources and insufficient appreciation and understanding of these, therefore altogether resulting in the deterioration of these elements' functions and values and a lack of awareness about them among the younger generations.

INVESTING IN THE MEDITERRANEAN DIET

Dénia's economic model and its national and international recognition clearly make her a candidate city for being a Lighthouse of western Mediterranean Gastronomy.

A lighthouse is a fixed reference point for ships, a space marking the end of the sea and the beginning of land. A light that guides, orients and attracts toward its port. A Creative City is also a lighthouse that likewise guides, attracts to port, exports, anticipates, looks after and promotes change and innovation.

Dénia aspires to be a lighthouse that projects the Creative Ecosystem of western Mediterranean Gastronomy. Ultimately, Dénia aspires to become:

_A transmitter of the ethnogastronomical values of the local communities and their cultural identity.

_A port for the exchange and promotion of products, ideas and concepts, a catalyst of culinary trends.

_A space for participatory citizenship.

_A place for mutual recognition and international, cross-cultural cooperation of Creative Cities Network members.

The candidature of Dénia to the UNESCO Network of Creative Cities of Gastronomy seeks to respond to the goals set by UNESCO (Creative Cities Network. Mission Statement), emphasizing the need to generate cooperative projects across cities not only for exchanging experiences, but also for creating shared strategies and methodologies to protect gastronomical heritage.

• Proposed actions are based on the following documents and technical studies:

• International documents:

- _Creative Economy Report. Widening Local Development Pathways. Special Edition, UNESCO, 2013.
- _Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO, 2005.
- _Europe 2020: Strategy for Smart, Sustainable and Inclusive Growth, European Commission, 2012.
- _Local Food and Tourism International Conference, WTO, 2000.
- _Mediterranean Strategy for Sustainable Development, United Nations Environment Program (UNEP), 2005.
- _3rd International Conference of the International Inter-university Center for Mediterranean Food Culture Studies (CIISCAM1), Italy, 2009.
- _8th International Congress on the Mediterranean Diet, Mediterranean Diet Foundation, Barcelona, 2010.
- _Intangible Cultural Heritage representative list. Agreement of the inter-governmental committee of the UNESCO for the Safeguarding of the Intangible Cultural Heritage to include the Mediterranean Diet, UNESCO, Nairobi, 2010.
- _Aalborg +10: Inspiring futures, European Conference on Sustainable Cities and Towns, Johannesburg, 2002.

• National documents:

• _Plan Nacional e Integral de Turismo 2012-2015 (Comprehensive National Tourism Plan 2012-2015), Ministry of Industry, Energy and Tourism, 2011.

• _Evaluación de los Ecosistemas del Milenio de España (Millennium Ecosystem Assessment of Spain), Government of Spain, 2013.

• _Plan Estratégico Global del Turismo de la Comunidad Valenciana 2010-2020 (Global Strategic Plan for Tourism of the Community of Valencia 2010-2020) and its subsequent operational plans, Generalitat Valenciana, 2009.

• _El Plan de Actuación Turística del Ayuntamiento de Dénia (Tourism Action Plan of the Dénia Municipal Council), Tourism Department, 2014.

• _Planes Operativos Locales (Cultura, Turismo y Desarrollo Económico) (Local Operating Action Plans. Culture, Tourism and Economic Development), Local Agenda 21 of Dénia, 2013.

• _Plan de actuación de la Red de Centros de Turismo (CdT) (Action Plan of the Network of Tourism Development Centres - Cdt), 2014.

• _Plan de Actuación del Instituto Valenciano de Tecnologías Turísticas (INVAT.TUR) (INVAT.TUR Action Plan), 2014.

• _Plan de actuación de la Asociación de Empresarios de Hostelería y Turismo de la Marina Alta (AETHMA) (AEHTMA Action Plan), 2014.

The candidature of Dénia as a Creative City of Gastronomy arises of the need for acknowledging its Mediterranean character and essential calling to be a city of exchange. Furthermore, to continue along its lengthy and successful task of cooperating with other territories.

Dénia, thanks to the shared actions of its economic, political and social agents, has participated in cooperation initiatives that presented the city internationally.

- European projects of the PESCA Community Initiative, Red Faro and Donademar, coordinated and managed from Dénia, recognized, presented and disseminated as examples of European Good Practices.
- Both included lines of action related with fishing and gastronomy. La Marina Alta entrepreneuring for Equality, of the EQUAL Community Initiative, also selected as a pilot project for transnationality and coordinator of the international network. Recent acknowledgment as member of the FAO Mountain Partnership and Dénia's decisive role in organizing the International Mountain Day (www.welovemountains.org), strengthening even further its call as a city open to cooperation and international exchanges.
- In addition, the entities participating in the candidature also have considerable experience in international initiatives and projects directly involving gastronomical creativity and innovation.

Given all of this, the creative gastronomic ecosystem of Dénia is able to offer a comprehensive project to develop and enrich the Creative Cities Network, structured, as indicated above, around the concept of a Lighthouse of the Mediterranean Diet to allow the interconnection and participation of the societies of the Creative Cities, revitalizing and strengthening that which joins us: gastronomy as a cultural and creative expression of its peoples.

The project is structured around the following 4 action areas:

ACTION AREA 1. GASTRONOMIC OBSERVER: THE MED FOOD OBSERVER, Inspiring Ideas, Creative Cities.

ACTION AREA 2. EDUCATION, TRAINING AND TRANSFER OF KNOWLEDGE: Learning Gastronomy and Food Innovation.

ACTION AREA 3. MEDITERRANEAN DIET AND SEAFOOD CUISINE.

ACTION AREA 4. GASTRONOMICAL TOURISM AND CITY MARKETING.

• ACTION AREA 1. Gastronomic Observer: THE MED FOOD OBSERVER, Inspiring Ideas, Creative Cities

• Creation of a Western Mediterranean Food Observer to detect and establish criteria, stimulate cooperation, design and organize actions, disseminate the actual situation, trends and scenarios impacting different gastronomic dimensions: health, cultural heritage, environment, technology, economy, participation and governance, training, tourism and agri-food innovation.

• This Observatory is aligned with the previously mentioned Lighthouse concept, conceived as a space for reflection and action.

• Promoting networking and using local, regional, national and transnational online platforms. The results will be made available to the Creative Cities Network, different public-private entities and citizens.

Actions to be implemented in this area are:

1_Establishment of a Transnational Technical Committee to define and manage the tool creation process (website, database, indicator system, catalog of good practices and trends).
Time frame: January-March 2015. Scope: Local, regional, national, transnational.

2_1st Transnational Meeting, May 2015.

3_Development of tools, May 2015-May 2017.
Scope: Local, regional, national, transnational.

4_2nd Transnational Meeting, May 2017, to analyze the process and evaluate the results according to importance, opportunity and visibility.

• ACTION AREA 2. EDUCATION, TRAINING AND TRANSFER OF KNOWLEDGE: Learning Gastronomy and Food Innovation

• The current level of the gastronomy of Dénia is intertwined with the functioning of its creative ecosystem, to the creative space that endows it with singularities and heritage and the talent of its society, know-how and Mediterranean way of life. Know-how based on the education of all citizens and on the professional qualification of those shaping the sector. Therefore, the importance of training for improving productive processes, creating and innovating in various subsectors that compose gastronomy, to enable business management and innovation and to prioritize employment.

• Both present and future of Dénia's gastronomy must be based on training all participating agents. Its importance is reflected in the city's availability of infrastructures and programs arising of the participation of different entities and bodies that provide education and learning adapted to gastronomical trends. Key for professionalism, vocational training, innovation and social inclusion.

This project intends to offer the UNESCO Creative Cities Network Dénia's public, vocational and continuing education training model, characterized by:

_Focus on culinary research and engineering in training, application of both quality and excellence in all of its processes.

_Experience in working as part of a network (CdT Dénia is part of a regional network of centers focused on gastronomy) and in international cooperation (transnational learning programs financed by the European Union).

_Management prioritizing the establishment of local partnerships and alliances across different actors: local and regional government, business associations, civic groups, prestigious and renowned professionals, academic institutions (universities, vocational training schools) and centers for innovation.

_Model based on inclusion for creating new entrepreneurship opportunities and for mainstreaming the most vulnerable groups through employment.

- Actions to be implemented in this area consider training - sharing Dénia's model - a key strategy of cooperation and promotion of Dénia's gastronomic model amongst the Creative Cities Network.
- _Work groups and online communities for debate will be established to perform research on areas in relation to training, from multiple perspectives that impact their creative ecosystem, considering the local realities of the members of the Creative Cities Network.
- Time frame: January-June 2015.
- Scope of action Local, regional, national, transnational (NETWORK).
- _A Gastronomy Research Award will be granted triennially, as part of the annual research awards of the Dénia Municipal Council Department of Culture, to promote research.
- _An inventory of training resources will be created to enable permanent interaction and exchange of information across the different members of the Network.
- Time frame: January-June 2015.
- Scope: Local, regional, national, transnational.
- _An exchange program will be defined for trainers, students and managers of entities involved in the development of training and R&D programs.
- 1st phase. Program design and planning. January-June 2015.
- 2nd phase. Implementation of the exchanges, as scheduled. July 2015-December 2016.
- Scope: Transnational.

Entity in charge: The Med Food Observer (responsible for detecting and analyzing relevant information, drafting a catalog of good practices, facilitating the exchanges and contributing toward communication and dissemination of results).

This model achieves the goals of the Creative Cities Network with the participation of:
María Ibars Secondary Education School

Courses include:

_Mid-level Occupational Training in Cooking and Gastronomy, belonging to the Professional Field of Hotel and Tourism industry, with a duration of 2,000 contact hours. 40 students

Professional competencies to be acquired:

- .Performing all tasks of handling, preparing, preserving and presenting all types of food.
- .Creating gastronomical dishes and aiding service tasks, achieving the set quality and economic targets, always applying health and safety regulations and practices.

Students, at the end of their training period and internships with companies in the sector, acquire the professional competencies required to execute tasks as chef, head waiter and company store employee of food and beverage production and service operations.

_Mid-level Occupational Training in Restaurant Services, belonging to the Professional Field of Hotel and Tourism industry, with a duration of 2,000 contact hours. 50 students.

Students, at the end of their training period and internships with companies in the sector, acquire the professional competencies required to execute tasks as waiter in cafeterias, bars and restaurants and as head waiter; barman-assistant wine steward and services assistant of food services operations.

_Upper-level Occupational Training for Tour Guides, Information and Assistance, duration of 2,000 contact hours, 45 students.

Trains students for employment as Local Guide and Guide in spaces classified as Places of Cultural Interest, as well as: tourist information provider, information office head, tour operator, tour advisor technician, local tourism development agent, staff of land and sea transport, staff at terminals (stations, ports and airports), check-in staff at transportation terminals, assistant staff at fairs, congresses and conventions, event service manager.

CdT Tourism Development Centres Network

The Regional Tourism Ministry of the Government of Valencia created, within the framework of its Competitiveness Plan, the CdT Tourism Development Centres Network of the Comunitat Valenciana to promote professionalism and vocational training for the tourism sector. This training intends to improve the processes of business creation, management, services and innovation through the qualification of human resources.

The Centres Network is a continuously evolving project, the goals of which are to:

- _Make training readily available, close to citizens and companies.
- _Address the unique traits of the sector within each area.
- _Reflect on, debate and exchange experiences on professional and corporate levels.
- _Research new trends and future competencies.

Training is provided at no cost, financed by the European Union (European Social Fund). Its main features are:

- _Methodology: practice/internships as key to training across all professional profiles.
- _Teaching staff: this training is given by the most prestigious chefs of Spain and by internationally prestigious professionals from each area.
- _Networking as the backbone for addressing the different training needs detected through specific actions.
- _Mixed typology: vocational and continuing training programs, seminars, theme days, online learning platform, etc.
- _Managing job offers and employee seekers to improve integration into the labour market.
- _International experience: participation in EU learning programs.

• Seven centers make up the Tourism Development Centres Network in the region of the Community of Valencia: CdT Dénia launched its activities in 1996 and inaugurated new facilities in 2006, at which the following activities take place:

- Continuing education: Availability of 80 courses per year, participation of over 1,600 professionals.
 - - Target groups: Current employees, to improve professional qualifications by continuously updating knowledge.
 - - Taught by: Expert professionals from each of the activities of the sector.
 - - Characteristics: Short-term, practical focus and compatible with working hours.
 - - Typology: Responds to training needs agreed to by the Advisory Board as the advisory body composed of associations, federations, business groups and trade unions, experts and public representatives. (Governance).
 - - Result: a broad training offer to encompass all professional profiles of the sector (chefs, products, territory, management, innovation or marketing).

Example of Continuing Education Program (March-April 2014):

COOKING

- _ Creamy and brothy rices of the Community of Valencia.
- _ Vacuumization cooking techniques.
- _ The Stevia and other natural sweeteners in local restaurants. Health benefits.
- _ Meat and fish stock.
- _ New cooking trends for banquets.

BAKERY/PASTRIES/DESSERTS

- _ Desserts with citrus fruits.
- _ The cocas of Las Marinas and La Safor.

SERVICE

- _The buffet: Gastronomical offer. Mise en place and serving techniques. Importance of post-service.
- _Coffee: Preparation techniques.
- _Fortified wines: Finos, Amontillados, olorosos.
- _Basic presentation and table wine serving techniques.
- _Other courses: wine tasting, ham cutting, wine pairing, sommelier, protocol, decor, etc.

MANAGEMENT

- _Coaching: Efficient communication and leadership for professionals of the sector.
- _Excellent customer service techniques.
- _New technologies applied to the sector.

Trainers in these continuing education programs have included internationally prestigious chefs owning restaurants awarded three Michelin stars, as well as acclaimed pastry chefs: Quique Dacosta, Joan Roca, Andoni Luis Aduriz, Paco Torreblanca, Albert Adrià, etc.

Professional Training for Employment: 120 students.

- Target groups: unemployed persons and disadvantaged groups (women, youth, age over 45).
- Taught by trainers and expert professionals from each of the activities of the sector.
- Characteristics: long-term in number of contact hours. For example: Cooking courses (800 h); Baking (480 h); Restaurant/Bar services (900 h). Alternate theory and practice, professional training certification.
- Typology: Responds to training needs agreed to by the Advisory Board as the advisory body composed of associations, federations, business groups and trade unions, experts and public representatives.
- Ultimate goal: integration into the labour market through the qualification of job seekers and groups at risk of social exclusion.

Example of Employment Training Program (January-June 2014):

These highly practical, specialized training courses offer the possibility for obtaining professional certification or other suitable degrees. This training is supplemented with active support in the search for employment or for job improvement.

BAKERY/PASTRIES/DESSERTS

COMPLEMENTARY TRAINING:

- Foreign languages (French and English).
- Food handling certification.

The Tourism Development Centres Network, specifically CdT Dénia, supplements training actions with other actions aimed at facilitating innovation and creativity and optimizing competencies. As a centre fostering reflection and innovation, it participates in:

- Creating professional networks to promote the exchange of ideas.
- Organizing conferences and actions for dissemination of new products in tourism, new culinary trends, creative management philosophies, new tourism marketing techniques, etc.
- Establishing cooperation networks with other entities at national and international levels to exchange human and technical resources. Promoting participation in promotional actions, fairs, workshops, slow cooking, etc.
- Local marketing and social awareness-raising as a joint task with other entities to enable a sense of belonging and social participation. For this, gastronomical theme days are organized, open to the public, activities for schoolchildren and gastronomy-related events targeting different collectives of society to promote the gastronomy of Valencia.

Its Services Portfolio is extended with CdT JOBS, the new job portal of the Government of Valencia for employment in tourism, managed by the Tourism Development Centres Network. An on-line job bank, targeting CdT course participants as well as companies of the sector searching for employees, facilitating the self-management of jobs for both companies and applicants.

In addition, it has its own television channel, CdT Televisión, dedicated to Internet-based training that permits watching, in real time or delayed, the training programs taught at the Tourism Development Centres Network.

Valencian Institute of Tourist Technologies - INVAT.TUR

INVAT.TUR is the Valencian Institute of Tourist Technologies, a center designed as a meeting platform of all actors of the tourism sector, representing one of the main pillars for the improvement of competencies and the sustainability of the tourism model of the Community of Valencia, by developing R&D&i projects and adapting the tourism market to new trends.

It is the coordinator for defining the tourism strategy for the Community of Valencia, formalized in the Global Strategic Plan for Tourism of the Community of Valencia 2010-2020, further developed and detailed, in turn, through the Annual Operational Plans of the Valencia Tourism Agency.

The contribution of INVAT.TUR in anticipating changes in the tourism market, the state-of-the art of completed R&D&i projects and its stimulation of quality and sustainability in tourism intend to transform INVAT.TUR into a nationally and internationally renowned tourism center.

It also stands out for its activities in organizing and participating in: Conferences, Congresses, Courses, Research, Fairs, Theme Days, Fam Trips, Press Trips, Workshops, Seminars, etc.

One of its projects is the INVAT.TUR Cooking Laboratory, which seeks to contribute toward generating and disseminating a richer, more diverse and creative image of the Community of Valencia, considering gastronomy as a differentiating element of tourism through R&D&i applied to cuisine.

The main goals of the Cooking Laboratory are to consolidate and promote the Community of Valencia as a destination of quality, Mediterranean gastronomical tourism. To achieve this, it is necessary to promote R&D&i in gastronomy at the service of citizens and businesses.

For this project, it proposes research and promotional actions to be developed with other agents at CdT Dénia.

• Valencia Polytechnic University (UPV)

• UPV offers public education at the university level through three university campuses. It offers over 1,439 courses over the academic term, with about 82,453 registered students and 3,787 professors dedicated to academics. Annually, it invests approximately €52 million in R&D. Furthermore, it is committed to exchanges and cooperation through projects worldwide.

• The Food Technology Department and the CUINA Culinary Research and Innovation group offers teaching in two university undergraduate degrees and in two Master degrees. This tertiary education combines a broad array of scientific disciplines that contribute to learning the three basic pillars of nutrition: processing and conserving food, quality and food security, and health through nutrition and healthy habits.

The CPI is the Polytechnic Innovation Park of the Valencia Polytechnic University (UPV). The CPI is founded on a flexibly designed Open Collaboration Network model that brings together public and private actors to voluntarily share their knowledge and resources.

The Network is structured on three, complementary action levels: local, with the involvement of municipal governments, business associations and promoting entities of the province of Valencia; national, with collaborations across over 100 public and private bodies of the Spanish R&D&i system, and international, with partnerships encompassing 200 public and private innovation research and promotion centers worldwide.

On a local scale, the CPI, as a result of the collaboration agreement to be signed this year, will establish in Dénia a Gastronomy Innovation Antenna, which will create links between the University and businesses of Dénia and La Marina Alta, managed by the Dénia Municipal Council and business associations.

Gastrouniversia

The University of Alicante, through the University Institute for Research on Tourism and FUNDEUM Enterprise and University Foundation, offers a blended learning Master in Restaurant and Hotel F&B Management. Its objectives coincide with the knowledge strategies of Dénia's Creative Ecosystem.

National Distance Education University (UNED) Dénia Campus

The UNED Dénia campus offers highly diverse, flexible courses: 27 undergraduate and master degrees, continuing education, University Extension courses, Summer courses, UNED Senior and Massive Open Online Courses. In total, over 2,000 students access these courses and services of the Orientation, Information and Employment Center (COIE).

The courses offered respond to the demands of the gastronomic creative ecosystem. For example, in 2013, the following courses were developed: "Natural resources in tourist destinations: the Red Prawn (*Aristeus Antennatus* in Dénia)" within the summer course program; "We are what we Eat", "Popular Culture and Heritage of La Marina Alta" through UNED Senior, or the "La Marina Alta vision of a region. Innovative contributions" through University Extension.

Consortium for the Recovery of the Economy and Activity of La Marina Alta (CREAMA)

This public consortium is composed of ten municipal governments of La Marina Alta, Alicante provincial Council, Valencia Generalitat, IVACE (Valencian Institute of Business Competitiveness), SEPE (State Public Employment Service) and SERVEF (Public Employment and Training Service of the Community of Valencia). Its actions focus on: business promotion, integration into the labour market, training and local development projects.

• Currently, its Training Department is executing the Training and Employment Program Marina Alta II on Marketing Local Tourism and Visitor Information.

• _Rationale: The new approaches of tourist demand obligate those territories offering tourism to make efforts to be competitive and to redesign its offer.

• _Target: 10 employed students from different municipalities of the region, long-term unemployed, persons over age 45, with dependents.

• This opportunity through training results of a public-private partnership between SEPE, CREAMA, Fundació Baleària (Baleària Foundation), AEHTMA and CEDMA (Marina Alta Business Federation).

• Dénia Public Health Center (CSP)

Subordinated to the General Public Health Directorate of the Regional Public Health Ministry, has amongst its priority goals to promote health habits amongst the population, especially for groups with specific requirements that demand special attention, given age, pregnancy, etc.

Its actions target:

_Promote healthy lifestyles through community-based health promotion programs and activities.

_Promote healthy eating habits through advising on the adaptation of school meal programs to guidelines in effect.

_Promote healthy eating through breastfeeding.

_Promote healthy eating and physical exercise during pregnancy.

_Promote healthy eating and physical exercise during childhood and adolescence.

One of its basic actions concerning a healthy diet is the inspection and control by the CSP of Dénia of the 754 food establishments registered in Dénia, completing 100% of the planned sampling of foods within the framework for Public Inspections in the Community of Valencia.

• Since 2005, in coordination with public and private entities of the city, municipal administrations and public health agents, it implements the Healthy nutrition during childhood and adolescence project to reinforce health education activities related to nutrition by offering or collaborating in educational programs, whether at undergraduate or graduate levels for professionals, workshops for adults, group activities promoting the Mediterranean diet, different culinary techniques and planning of meals, and activities in collaboration with schools aimed at improving the nutrition of children and adolescents.

•

•

•

•

•

•

•

•

•

•

ACTION AREA 3. MEDITERRANEAN DIET AND SEAFOOD CUISINE

The Gastronomy of Dénia is one of the expressions of the Mediterranean diet, UNESCO Intangible Cultural Heritage. A gastronomy that is the fruit of hybridity and the uniqueness of which, as already explained, is linked to the Mediterranean Sea.

This diet, however, is threatened by the effects of globalization, the loss of cultural reference points, the trend toward homogenization of natural resources and the neglect of healthy habits. It is in need of initiatives to consolidate it as a reference of identity, health, and for it to continue being grounds for creativity.

It is necessary, even more so given the current globalized scenarios, to safeguard, promote and disseminate the Mediterranean diet, especially one bound to the sea as the framework for convergence and space for creativity. The actions to be shared with the members of the Creative Cities Network impact different marine ecosystem services and are linked to responsible fishing, new gastronomical applications, restoration of the art of cooking seafood, sustainable conservation methods, collection of traditional dishes and techniques, promotion of sea-based cuisine as part of a healthy diet, analysis and research on new trends for gastronomic tourism and innovative food and agricultural products.

The Dénia Fish Market (Pòsit in Valenciano) is a corporate entity dedicated to the sale and processing of fishery products. At the same time, it is an active interpretation center of fish that contributes toward the knowledge of marine products that make Dénia's cuisine singular. An active repository of culture and one of its trades, it has contributed toward the city's economic, tourist, social and cultural development for decades.

The Pòsit organizes, collaborates and participates in a series of activities related to marine and fishing heritage: it contributes material resources for internships at training centers; carries out environmental awareness-raising campaigns at schools; participates in the UNED Summer Courses; organizes Slow Food movement theme days; promotes gastronomic culture by organizing Fish and Sea Theme Days, publishes recipe books, aids research on fishing, and organizes marine resource conservation and preservation campaigns.

- This area of action will implement a series of activities, the goals of which coincide with the approaches of the UNESCO Creative Cities Network:
 - _To favor knowledge of the sea and fishing as a sustainable activity and of the preservation of traditional trades.
 - _To contribute toward responsible fishing as a model for sustainable management of renewable marine resources.
 - _To foster debate, reflection and innovation on fishing and cuisine using fishery products.
 - _To raise awareness on the consumption of fresh fish from the Pòsit as a basic part of the Mediterranean diet.
 - _To convert the seafood cuisine of Dénia into a strategy for promoting the tourist destination.
 - _To add value to Dénia's fishing port as historical and socio-economic heritage.

The concrete actions to be developed are listed below.

Salt Chef Trip

This activity relates to the study of the uses of salt and salting in countries traditionally using these products. The following multidisciplinary activities are planned:

- Innovation workshops and creation of new products with the participation of chefs from international schools.
- Master Class on the application of salting in cooking.
- Visit to restaurants, markets and fish markets to acquire knowledge on products and culinary techniques.
- Collaboration agreements with schools, training centers, companies, etc.
- Compilation of documentation, studies and dissemination.

Organizer: INVAT.TUR and The Med Food Observer.

Participating agents: Valencia Tourism Agency Marketing Department, Dénia Municipal Tourism Department, CdT Dénia, AEHTMA, Municipal Markets, Fish Markets, local and regional Chefs and Producers.

Scope: It is planned at a local level as a regional, national and international event.

- Contribution toward the Creative Cities Network: participation of Creative Cities Network members in the different activities, permanent exchange of experiences through the online platform, possible joint ventures between companies from different countries, and contribution of materials to the catalogue of good practices through The Med Food Observer.
- R&D: Research and Development on new gastronomic applications of fish and shellfish
- This action evaluates and researches the culinary possibilities of different fish and shellfish, selected on the basis of criteria of sustainability and importance in the Mediterranean diet.
- Organizer: INVAT.TUR, Pòsit, Dénia Municipal Council.
- Contribution toward the Creative Cities Network: permanent exchange of experiences through the online platform, possible joint ventures between research centers from different countries and contribution of materials to the catalogue of good practices through The Med Food Observer.

Bombón Rice Cultivation Project

This initiative intends to recover and study unused varieties, develop new products (along the lines of añada, crianza and reserva classifications for wine) and gastronomic applications and uses.

The principles upon which this action is based are the marine ecosystem services, the conservation of protected areas and the recovery of products.

Coordinator: INVAT.TUR Cooking Laboratory.

Participating agents: Pego-Oliva Marshland Nature Park; Regional Agriculture Ministry, AINIA Agri-food Research Center, Valencia Polytechnic University, Arroz de Valencia denomination of origin, municipal governments of La Marina Alta, restaurants and local farmers and producers.

Contribution toward the Creative Cities Network: permanent exchange of those experiences that support the recovery of traditional varieties, collaboration amongst agri-food research centers, and contribution of materials to the catalogue of good practices through The Med Food Observer.

• Cooking and Science Classrooms ("Marina Alta" brand for flavor)

• A theme day for presenting the work carried out at the INVAT.TUR laboratory, together with the research centers, including conferences, round tables on the gastronomic heritage of La Marina Alta.

• Frequently, we count with the participation of nationally and internationally renowned chefs who, through short master classes, demonstrate their laboratory's culinary research processes. It also allows for the presentation of producers and products.

• Organized by CdT Dénia, INVAT.TUR Cooking Laboratory, Marina Alta Cultural Association, CPI, Gastrouniversia.

•

Vade Mecum of the Mediterranean Diet and seafood cuisine

2014 is the International Year of the Mediterranean Diet. We will compile all types of information on this unique gastronomic heritage (cultural history, fiestas, traditional and modern recipes, products, techniques, menus, etc.), classify it, catalog the products from the perspective of nutrition, as a process that helps to raise awareness and disseminate the values of a healthy and Mediterranean diet. Definitely, a documentary reference that will contain basic information on the current Mediterranean diet and which could be used for consultation by chefs, food processing businesses, health and nutrition professionals, researchers, cultural agents and civil society at large.

- The following actions will result in the publication of the Vade Mecum:
 - _Design of our own methodology for cataloging and processing existing data, using new information and communications technologies.
 - _Compilation and classification of information (local, regional and transnational), using information technologies and through the management of The Med Food Observer.
 - _Vade Mecum informational and promotional activities: Seminar for reflecting on the Mediterranean Diet (with the participation of the Mediterranean Diet Foundation). Creation of a website providing access to the Vade Mecum.
- Participating entities: Pòsit, Municipal Historical Archives, Universities, Schools, INVAT.TUR, business associations, chefs, Public Health Centers.

Scope: Local and transnational.

Time frame: January-December 2015.

Contribution toward the Creative Cities Network: collaboration amongst the participating cities in designing the methodology for the Vade Mecum (tool design) to allow for sharing it with the rest of the associated cities, but also for the joint contribution and drafting of contents to demonstrate that the Mediterranean Diet is a global concept worth of promotion and defense by all cities of the UNESCO Creative Cities Network.

ACTION 4. GASTRONOMICAL TOURISM AND CITY MARKETING

The World Tourism Organization (UNWTO) has pointed out in recent reports and studies that:

_Amongst all economic activities, tourism is one of those with greatest growth in recent times on a worldwide scale, and the trend is for this to continue being the case (UNWTO, 2011).

_Gastronomy and food in association with tourism has always been present and is significant because it represents one third of tourism expenditure (UNWTO, 2012).

_Gastronomic tourism is an emerging phenomenon and a valuable differentiating element of the tourism offer (UNWTO, 2012).

On a Europe-wide scale, to promote gastronomic tourism, an online portal (Tasting Europe) has been created, fruit of the cooperation between the European Commission (EC) and the European Travel Commission (ETC), to promote the essence, roots, history, culture and traditions of European gastronomy.

In Spain, according to the Institute for Tourism Studies (IET), gastronomy has increased in importance in economic terms within the totality of its tourism offer. In 2013 a total of 7.4 million international tourists visited Spain, attracted by its gastronomy (32% more than in 2012) and, furthermore, increased their overall spending. This has motivated the Government of Spain to promote Spanish gastronomy as a main asset of Marca España internationally, as a main element of its tourism promotion policies.

On the local level, tourism in Dénia is a continuously growing sector, a key driving force of local and regional development.

If, as claimed by the World Tourism Organization, gastronomy is a strategic element in defining the brand and image of their destination (Global Report on Food Tourism, UNWTO, 2012), it is, then, evident that Dénia's creative gastronomic ecosystem is a strength and an opportunity for adding dynamism, diversification and singularity to tourism in Dénia.

• Gastronomy gathers the values that coincide with new tourism trends: culture, natural heritage, health, sustainability and experiences. It transcends the tangible and is bound to the impression and appreciation a tourist will acquire of a specific place, to which one bonds on the basis of sight, smell, touch, taste... by a series of experiences resulting of the interaction of numerous agents and industries and the social expression of a territory.

• Given its international relevance and socioeconomic importance, gastronomy is a strategic element that provides a social identity and participates in the synergistic interactions between its concept as a product and its promotion as a tourist destination as important as Dénia. It expresses the traits that link it to Local Development, given its inclusive, endogenous, participatory, sustainable and inclusive character that generates the creation of businesses and employment.

All tourism products, to be known and competitive, must be supported by a brand reflected in a symbol to identify it and that unites all of the destination's attributes (both tangible and intangible). And, for gastronomic tourism to be tied to local development, gastronomy must be included within each and every of its actions and brands.

Any creative system, including that of Dénia's gastronomy, has the essential characteristic of dynamism and predisposition toward change. Therefore, the gastronomic tourism promoted in Dénia not only intends to conserve its most traditional aspects, but is also capable of creating future by developing new products and innovative services.

Definitely, a gastronomic tourism that may contribute toward the Creative Cities Network because:

_Dénia meets the requirements acknowledged by the World Tourism Organization:

.Gastronomy has been considered a strategic element when defining the brand and the destination.

.Different gastronomic tourism products have been designed.

.It has extensive experience in organizing gastronomic contests, technical theme days and formal and nonformal local cooking workshops.

.It has designed and launched gastronomic tourism campaigns at national and international levels.

_All of these actions result of public-private cooperation and collaboration, and of participatory citizenship and governance of local action plans.

_The Dénia Municipal Council and the partners participating in the candidature are internationally prestigious and renowned, and experienced in international cooperation initiatives related to gastronomy.

The specific actions to be developed within the framework of the Creative Cities Network are listed below.

Action 1. International panel on experience with products.

Panel for the exchange of experiences as regards the creation of gastronomic tourism products that interrelate territory, product and culture.

• Dénia's experience in designing these experiences and products related to gastronomy are offered to the Network as examples of good practice, susceptible of being transferred to other territories. For example:

• Dénia Gastronómica

• A route through different areas of the city to discover its historical and cultural heritage while tasting local products using local produce. A visit to the Municipal Market or Fish Market is included, and ends with a tasting of wine and food products at local bars or restaurants.

• Identifying characteristics:

- _Gastronomic: Local product.
- _Inclusive: Culture, heritage, product, territory, taste, ...
- _Participatory: Aimed at citizens and tourists.
- _Governance: Organized by the Departments of Tourism and Culture of Dénia, in collaboration with bars, restaurants, shops, municipal market and fish market.

Tapas Route

Restaurants and bars that offer a tapa + beverage as a product, all priced the same. This route comes alive during spring and fall, over a specific period, to favor the deseasonalization of tourism.

Characteristics:

- _Gastronomic: Combination of traditional and innovative cuisine.
- _Governance: Organized by the Department of Tourism of Dénia and the AEHTMA, restaurants, bars and media.
- _Participatory: Open to all types of professionals and the public. Fosters coexistence and learning about the city.
- _Generator of employment.

- Gastroenamórate (Dine and fall in love)
- Action: Free accommodation (500 slots) is offered in hotels and apartments in exchange for dining in the participating restaurants. A weekend product that entails a major regional and national publicity campaign.
- Characteristics:
 - _Governance: Organized by the Department of Tourism of Dénia and AEHTMA, with the collaboration of restaurants.
 - _Inclusive: The product is further supplemented by a broad culture and leisure program.
- The International Panel on Experiences will be continuously developed using online tools and will culminate in a final, in-person seminar with the participation of members of the Creative Cities Network.

Action 2. International Panel on Experiences with marketing and communication.

The prestige and acknowledgement of Dénia's gastronomy and the presence of highly regarded chefs in this territory is the fruit of a broad, efficient experience in marketing products of our local gastronomy. The red prawn, arroz a banda, sea urchins, stews, pastries... are basic resources that promote its gastronomic tourism.

The city's image has been, and continues to be, linked to these. Some of the actions that explain Dénia's extensive track record in communicating and promoting its gastronomy, thereby contributing to the brand of its creative ecosystem intertwined with gastronomy are described below.

City of Dénia International Arroz a Banda Contest

This contest was inaugurated in 1983, organized by AEHTMA, and raised to haute cuisine a popular dish, originally cooked by fishermen that combined fish and rice.

- International chefs (Italian, French, Japanese, German...) participated, and it became the most important gastronomical event both of the city and of the province of Alicante. In 2006, after twenty-one competitions, it was no longer presented as a contest and in 2013 became a Gastronomy Forum: round tables, show cookings for hotel and tourism professionals, students, business owners, food critics and mass media. The Forum coincides with the Arroz a Banda Gastronomy Week, during which the city's restaurants offer citizens and tourists this singular culinary experience.
- Identifying characteristics:
 - _Inclusive: Research, reflection, innovation, local product.
 - _Participatory: Targeting a wide range of sectors related to gastronomy, citizens and tourists.
 - _Governance: Department of Tourism, AEHTMA, Pòsit, CdT Dénia, INVAT.TUR, restaurants and media.

Dénia Red Prawn Creative Cuisine Contest

The Dénia Red Prawn is the symbol and brand of Dénia. It is the natural resource and main gastronomic product for this Contest, inaugurated in 2012. A jury of international prestige selects amongst 50 candidates the 8 finalists that will present their dish at Dénia's Municipal Market through a Show Cooking session.

Identifying characteristics:

- _Governance: Department of Tourism, AEHTMA, CdTs, Fishermen's Association, Municipal Market, suppliers.
- _Participatory: Given the location where it is held, open to the public.
- _Prestige: International promotion and dissemination.

• Fish and Sea Fair

• This Fair is organized by the Dénia Municipal Council, Fishermen's Association, and AEHTMA, with the participation of many suppliers and local and regional chefs.

• Its goal is to promote fish of lower economic value but high nutritional value in the Mediterranean diet, which are offered to the city's chefs and bars.

• In addition, conferences and workshops related to fishing and local gastronomy are held.

• Contribution toward the Creative Cities Network through this action:

• _Continuous exchange of experiences through the online platform, which will culminate in a final, in-person seminar on communicating and promoting gastronomical experiences.

• _The member cities of the Creative Cities Network will be invited to participate, as special guest city, in one of Dénia's marketing and communication activities of the Arroz a Banda Forum and/or the International Dénia Red Prawn Creative Cuisine Contest.

Finally, we must point out that Dénia's most renowned chefs, particularly those awarded Michelin stars, will play a very active role in all of the actions described in this candidature project, participating in theme days, show cookings and international exchanges of the Network. At the same time, they will also contribute to disseminating the good practices identified and as ambassadors of the inspiring principles of the Network of Creative Cities of Gastronomy throughout the world.

Dénia has a significant online presence related to the gastronomy and so culture, creativity and sustainable development. This information is structured in several links, classified in these different sections: General information about Dénia, la Marina Alta region, sustainable local urban planning and governance, local agri-food producers, denominations of origin, marketing of local agricultural producers, local markets and fairs, Slow Food Marina Alta, entities for promoting the international cooperation, training on gastronomy, hotel and restaurant services, transfer of knowledge on tourism, gastronomy and food, restaurants and hotels, chefs: tradition and creative cooking, Dénia red prawn and its international contest, arroz a banda (local dish), literature, culture, tourism, gastronomy and art.

COMMUNICATION AND VISIBILITY ASSETS

Promotion and communication, as well as the visibility of the gastronomic product of Dénia, are structured through different actions carried out by the city's public and private entities. On one hand, the Dénia Municipal Council and AEHTMA use the city's gastronomic creativity as an added value in promoting the city as a tourist destination. On the other, the different associations mentioned in this document and the groups of members participating in communal festivities contribute with culinary pamphlets, live demonstrations and webs/blogs. Altogether, these comprise the following communication assets:

1_The Dénia tourism brand: the logo used by Dénia to attract tourism is composed of a design representing the Red Prawn, autochthonous product of Dénia, accompanied by the slogan Dénia, una ciudad para comérsela (Dénia, a city good enough to eat). Dénia uses this logo as its presentation at all of the most important tourism fairs in Spain and Europe, highlighting its qualities as a gastronomic destination. The logo of the Red Prawn is printed on all publications and included in audiovisual aids produced by the Department of Tourism, as well as in all formats used for promotional purposes, media advertisements and publicity inserts.

2_Specific publications on local and regional gastronomy: Dénia continuously publishes traditional recipe books and restaurant guides. Furthermore, it has a specific section on gastronomy in its municipal tourism website: www.denia.net. This information is presented in Spanish, English, French and German, adapted to the types of visitors requesting tourism-related information at the Dénia Tourist Info, services that attend a total of over 140,000 tourists and residents year round.

• Likewise, given the overlap of culture, local and regional identity and gastronomy, the Dénia Municipal Council supports the publication of books based on gastronomy, written by local authors specialized in the field and by cultural groups and associations. The following publications are worth citing as a sample, and not an exhaustive list, of these:

- _Sabores de mar, by professor Charo Cabrera.
- _La cocina marinera de Dénia, by Toni Roderic.
- _Repostería de la Marina Alta, by Mancomunidad Cultural de la Marina Alta (Marina Alta Cultural Association).
- _Arroces y fideuàs de las comarcas centrales valencianas, by Toni Roderic.
- _Cocina sana, by Juan Manuel Padilla Filgueira.
- _Dulces tradicionales, by Asociación de Vecinos Jesús Pobre (Jesús Pobre Association of Neighbors).
- _Jornadas sobre el erizo, with the collaboration of the Chamber of Commerce and the regional newspaper Canfali Marina Alta.
- _La cocina del legado andalusí, by Casa de Andalucía de Dénia.
- _Sabor a mar, by the gastronomy journalist Ángeles Ruiz.

3_ Organization of gastronomical contests, technical seminars and popular events: Dénia has a lengthy gastronomic tradition, not only endorsed by the presence of prestigious chefs here, but also for being the launch platform for promoting important products of our local and regional gastronomy, such as the Dénia Red Prawn, rice in its multiple facets (paella, arroz a banda, etc.), sea urchins, stew, etc. In fact, a multitude of celebrations, both professional and popular, revolve around gastronomy and are linked to other cultural, festive, musical and scientific aspects of the daily rhythm of Dénia's society.

PROFESSIONAL EVENTS

City of Dénia International Arroz a Banda Contest

An event organized by AEHTMA, targeting all professionals of the hotel/restaurant sector.

The importance of agriculture in the way of life of Dénia, together with its character as a fishing town, is the seed of one of the marvels of our city's gastronomy: arroz a banda, combining rice and fish of the Mediterranean.

In 1983, a group of businessmen from the hotel/restaurant sector, known philanthropists of Dénia, came up with the idea of holding a cooking Contest to highlight one of the city's most successful dishes: Arroz a Banda. During twenty-one competitions, the contest fulfilled the purposes for which it had been created: to contribute toward the consolidation of Dénia as the Gastronomic City par excellence of eastern Spain. The final competition in this format was held in 2006.

The repercussion of the Arroz a Banda Contest in local, regional and national media, in the tourism sector and, ultimately, in Dénia's society has been quite great, year after year, accumulating many minutes of television airtime and a noteworthy impact in daily and specialized press.

The participation of Spanish and foreign chefs (Italian, French, German and even Japanese restaurants) achieved a turnout of over one thousand, five hundred people, shaping itself into a prominent event, both professional and popular, at the city.

In 2007, the event's organizers, together with the Dénia Municipal Council, decided to change the event format, to become a forum instead of a competition. In this way, the event was better adapted to new culinary trends, with a greater focus on research and reflection.

- Since then and up through 2012, with the support of local cooking schools, different conferences and presentations, specialized in gastronomy and of interest for the sector, have been held annually for reflecting on a variety of aspects, such as the importance of gastronomy in local development, types of cooking and techniques, as well as lectures given by chefs of prestige in our national scene.
- In December 2013, taking advantage of the 30th anniversary of the Contest, a new promotional format for Arroz a banda was inaugurated, in line with new gastronomical trends, which highlight the importance of structuring gastronomic tourism with an experiential essence, upon the values of cultural identity, sustainability, product quality and product development from its source to the table. To this end, the Forum Dénia, arroz a banda y a banda del arroz was organized, aimed at the hotel and tourism sector, students, business owners, food critics, media, etc.

A series of round tables were organized with the participation of food critics, chefs, hotel and restaurant business owners and media, to reflect on arroz a banda as a gastronomical product of Dénia and of the past, present and future of gastronomic events in the Community of Valencia. A posteriori, a show cooking was demonstrated live or a master class by two chefs, open to all attendees, on two ways of cooking arroz a banda, traditional style accompanied by fish, and an innovative version using the same ingredients. The event culminated in paying homage to a well-known professional of the restaurant sector in Dénia.

In parallel to the celebration of the Forum, and with the goal of bringing even closer to the population and to tourists of Dénia, the experience of arroz a banda as a tourist product, the Arroz a banda Gastronomy Week was organized, held across different restaurants of the city. A considerable number of restaurants offered, throughout the entire week, the Arroz a banda menu for a set price, structured into two price levels: a higher one that included several main courses for degustation, and another more moderately priced menu composed of starters, arroz a banda and dessert.

Both the Forum and the Gastronomy Week were widely disseminated through social networking sites, as well as by a publicity campaign in media of the Community of Valencia (press and radio) with two goals: to enhance the brand of Dénia as a gastronomic destination and to attract visitors during the Arroz a banda Gastronomy Week.

Dénia Red Prawn International Creative Cuisine Contest

The Dénia Red Prawn has become the gastronomic brand for the municipality, for being an autochthonous product, its flavor and its excellence. The Red Prawn is present at all of the city's most important family, social and professional events. It is, in addition, one of the most valued dishes in the menus of the town's most prestigious restaurants. Therefore, it is logical that the city, in one way or another, pays it homage.

- In recognition of its importance and singularity, the Dénia Municipal Council, through the Department of Tourism and hand in hand with AEHTMA, with the support of different sponsors, such as CdT Dénia, Fishermen's Association, Municipal Market, and other suppliers of local and regional services, organize this Contest since 2012, based on a strategy grounded upon a very unique perspective.

A jury made up of renowned chefs, national food critics, and journalists from major media - presided by the prestigious chef of Dénia, Quique Dacosta - selects amongst more than 50 candidates, the eight finalists who will compete by cooking innovative presentations using the Dénia Red Prawn.

To preserve its popular character, the contest is held in the Municipal Market, where eight kitchens are installed, facing the public, that enjoys eight show cookings of the Red Prawn in real time.

Numerous media are accredited: printed press, TV channels, radio stations that air the contest live from the Market. Likewise, an intense campaign is launched through social networks and food blogs.

In 2014, the campaign in social networks and blogs culminated in the organization of a blog press composed of bloggers and Twitter post writers specialized in gastronomy that enjoyed the experience of Dénia as a gastronomic destination and of the Red Prawn Contest.

The goal of this blog trip, hosted by the Department of Tourism and AEHTMA, were more than met, having generated a branding of the Dénia brand as a gastronomic destination that went viral in social networks and positioned the contest.

POPULAR EVENTS

Fruit of the intense connection of gastronomy in our culture, identity and lifestyle, in addition to the contests or events organized by the hotel/restaurant sector and the Department of Tourism, numerous associations and entities organize fairs, events and contests linked to gastronomy. Some worth spotlighting:

- _Fairs organized by the Fishermen's Association. The Fishermen of Dénia continuously come together to organize events with the participation of many suppliers and local and regional chefs, such as Fish and Sea Fair promoting culinary creativity using oily fish.
- During this year's celebration, scheduled for June, a less commercial fish will be promoted: for this, local restaurants will sell dishes cooked with fish from the Mediterranean that are not typically part of our cuisine, though for this reason no less tasty.

This Fair is presented as a differentiated tourism product, held during a weekend where the influx of visitors is quite high. The program includes, in addition to degustation, conferences and workshops on autochthonous gastronomy and local products, thereby completing the gastronomic experience.

_Forums, theme days and round tables organized by the Slow Food Marina Alta movement, interrelating culture, gastronomy, territory, local producers, chefs, for the purpose of generating new gastronomic tourism opportunities.

_Popular paella contests. Paella is one of the most relevant dishes of Spanish gastronomy and, without a doubt, a dish that undergoes one of the most creative evolutions. In Dénia, this evolution is partly driven by the organization of popular cooking contests during the town's festivities in which amateur chefs participate by testing new formulas to differentiate their dishes from the rest and opt for the prize.

_Gastronomy theme days organized by different groups and regional associations, such as Fallas, Andalucía Association, Castilla-La Mancha Association, etc.

4_ Design and creation of tourism-gastronomy products based upon new activities and experiences related to gastronomy, that guarantees visibility and creativity.

_Gastronomórate in Dénia is a tourism package organized by the Department of Tourism and AEHTMA. With the goal of making the city's gastronomic offer accessible to everyone, during one weekend per year - around Valentine's Day - five hundred accommodations are offered free of charge in hotels and apartments for persons to eat and dine in the program's participating restaurants. Gastroenamórate has become an authentic mass participation event and goes viral in social networks.

_Guided gastronomic visits: Gastronomic Dénia organized by the Department of Tourism. Experience aimed at tourists and citizens, based on discovering local history hand in hand with gastronomy, through the degustation of local products in the Municipal Market, a visit to the Fish Market, and ending with a wine tasting and degustation at a local restaurant or bar.

_Tapas route organized by media and local communication outlets with the participation of restaurants and bars offering a tapa with beverage at a fixed price during a specific period. Organized by the Department of Tourism and AEHTMA, it is a differentiated tourism product, combining traditional and creative tapas using local products.

5 Annual national and international marketing campaigns at tourism fairs and fairs specialized in gastronomy.

Dénia participates each year in different tourism fairs nationally (FITUR in Madrid, Salón de Turismo in Barcelona, Expovacaciones in Bilbao, Feria de Muestras in Valladolid and Zaragoza, etc.) as well as internationally, in those tourist markets of great importance for Dénia, such as Salon de Tourisme in Paris (France), the C-B-R Leisure and Travel Fair in Munich (Germany), the World Travel Market in London (England), ITB in Berlin, as well as other tourism fairs in Italy, Russia, France, Germany, etc. In general, Dénia participates within the Spanish pavilion, presenting its tourism offer, of which gastronomy is part, with a pamphlet specifically on this theme.

Likewise, Dénia participates in specialized gastronomy fairs, such as San Sebastián Gastronomika (San Sebastián Gastronomika Convention), Lo mejor de la gastronomía (The Best of Gastronomy) in Alicante and, recently, Madrid Fusión, one of Spain's most important conventions, where Dénia presented the 3rd edition of the Dénia Red Prawn International Creative Cuisine Contest, with the presence of Dénia's internationally renowned chef, Quique Dacosta. This last convention has a major impact in media and social networks, and is an unmissable event for anyone who has something to say about gastronomy.

6_Inclusion of chefs as interpreters of the territory and as ambassadors-opinion leaders of Dénia.

The territory is one of the pillars upon which the gastronomic offer is structured, and here is where chefs play a fundamental role in converting our landscape into a culinary landscape, defining those natural resources that will be transformed into products of gastronomic tourism.

Likewise, our gastronomy is present not only on the tables of our restaurants, visited by national and international clients who revel in the quality of the experience and also become in opinion leaders of our city worldwide, but also the chefs position our local products and their gastronomic creations within the global gastronomy scene, by participating in the most relevant gastronomic conventions around the globe. Our famed and prestigious chef Quique Dacosta is one of our leading gastronomic ambassadors, who annually participate in the most important of the world's gastronomy conventions, in addition to being continuously present in headlines of numerous national and international media.

- As relevant congresses in which he participates and where the gastronomy of Dénia is present, we highlight:
- Madrid Fusión (Madrid)
- San Sebastián Gastronomíka (Basque Country)
- Identidad Golosa (Milan)
- Omnivore (Paris)
- Mistura (Perú)
- Cook it Raw (Collio and Lapland)
- The Culinary Institute of America (San Francisco)
- Hattori Nutrition College in Tokyo (Spain Ten)
- International Culinary Center (Spanish Culinary Arts) in New York (United States)
- SENAC in Sao Paulo (Brazil)
- Instituto Cervantes in London (next March)

7_Creation of a headquarters Dénia, Creative City of Gastronomy

The obtention of the recognition as a member of the UNESCO Network of Creative Cities of Gastronomy would be a milestone for the city of Dénia which, given its importance, would require permanent visibility in the municipality.

Therefore, if we become a member of the Network of Creative Cities of Gastronomy, in addition to including the UNESCO logo in all of the city's publications and promotional formats, Dénia plans to establish a Dénia, Creative City of Gastronomy headquarters, located in the remodeled facilities of the old Fish Market. There, next to the Tourism Office, an exclusive and independent space will be created that will:

- .Be the repository of images and pamphlets.
- .Clearly explain what a UNESCO Creative City of Gastronomy is and the criteria met by Dénia as a member of the same.
- .An interactive interpretation center of the collaborative actions of the Creative Cities Network.

The privileged location of the headquarters on the premises of the fishing port and front line of the area frequented by visitors, inside the planned Tourist Office installations, with a €1 million investment for renovation, guarantees its international resonance and high influx of visitors.

In conclusion, as part of our communication strategy as creative gastronomic destination, we are present in all phases of the process: communicating, marketing, publicizing, sparking interest, managing public relations activities with bloggers, communities of travelers, specialized journalists, media and, basically, are actively listening to discover the opinion of the clients of our brand as gastronomic destination. Our tremendous responsibility in shaping the gastronomic image of our city obligates us to be on the cutting edge of current market and consumer trends.

BUDGET	
<u>Expenses</u>	<u>Amount (in US\$)</u>
Staff	75.000,00
Equipment	105.000,00
Communication	30.000,00
Meetings	12.000,00
Exchanges (trainers, students, professionals, ...)	5.000,00
Organization of contests, congresses and forums	30.000,00
Actions by INVAT.TUR	57.000,00
Vademecum of the Mediterranean Diet	3.500,00
<u>Internacional Panel on Experience with Products</u>	<u>4.000,00</u>
	321.500,00



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities Network

Project for the Candidature of



to Creative City of Gastronomy

Dénia, 18th march 2014



United Nations
Educational, Scientific and
Cultural Organization



Creative Cities Network

