FLAVOURS of EUROPE

no.1
january 2023

NEWSLETTER

FLAVOURS of EUROPE
Digitalization of Rural Gastronomic
Cultural Heritage in Europe

The project presents some responses to the Covid-19 crisis which generated more poverty and more pressure on the adults, mainly women from remoted and deprived rural areas. It aims at show how adults, women and NGOs from rural areas can cope with emergencies and it builds the basis to rethink the current crisis as a crucial tipping point for a resilient development of rural territories. It is key to overcome the idea of rural areas as food production system, calling for a broader vision of rural communities as poles of development based on local heritage, natural resources, creativity and social inclusion as essential elements to regenerate rural areas and to rapidly support their transition towards sustainable future through tourism.

OBJECTIVE

Through FLAVOURS OF EUROPE project, the consortium will develop high quality and innovative training materials, tailored to the needs of improving the competences of low skilled adults and mainly women to create businesses and develop inclusive communities in the rural regions with diminishing populations and/or regions which suffer from economic crisis generated by COVID-19. Flavours of Europe project aims to develop until 2023 a new educational curricula for increasing skills of more than 800 adults, especially women with reduced opportunities from rural deprived areas on building of inclusive community development through gastronomy heritage tourism.

RESULTS

During the two years of project implementation, partners will develop three main products:

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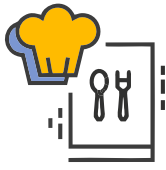# White Paper on Gastronomy Cultural Heritage and Tourism Digital Marketing.

The White Paper on GASTRONOMY CULTURAL HERITAGE AND TOURISM DIGITAL MARKETING is a research study in six different countries from Europe (Bulgaria, Greece, Italy, Portugal, Romania and Spain) on the link between specific gastronomy and tourism in the rural areas from these countries. White Paper on GASTRONOMY CULTURAL HERITAGE AND TOURISM DIGITAL MARKETING

aims to be an research study on the future trends for Human capital from Villages, focused on adults, mainly women, as key role in the efficient performance of strategies for inclusive development of rural communities by gastronomy tourism, in which private institutions, entrepreneurs, workers, the public sector, universities and vocational training centres, among others, are essential for achieving the development of a sound, sustainable tourism sector.

Specific objectives:

• to investigate through policy and document analysis, as well as through quantitative and qualitative survey
• to investigate the provision of opportunities in the public/sector for digital and employability training courses, services for low-skilled adults, tools, consultancies etc.
• to identify and designate 8 tourism learning environments formed of tourism stakeholders from rural deprived areas.

Training COURSE on Digitalisation of Rural Gastronomic Cultural Heritage in Europe

The training course will contain a set of educational resources tailored to the training needs identified in the white paper. **4 hands-on and practical applicable digital handbooks** for adults, mainly women with low skills, in precarious economic situation, living in remote village areas, unemployed, working in a company or willing to develop a new start-up as local gastronomy point in rural tourism and will cover the following topics:

Handbook 1: Entrepreneur in My Village

✓How to start-up a new business by establishing a local gastronomic point in their family type unit ✓Legal frameworks and necessary steps, ✓How to provide local food satisfaction, ✓How to ensure and measure quality, value, ✓How to meet the expectation of the tourist, ✓Necessary hygiene conditions, ✓Costs and risks , ✓Case studies and examples of best practice.

Handbook 2: Brand &Image of my food's place

✓How to create the local gastronomy point as tourism destination image, ✓How to use different social media channels for digital marketing, campaigns and networking, community building, distribution channels, ✓Communication and storytelling, ✓How to ensure sustainability and support to the local community , ✓Tourist destination and gastronomy market ✓Food satisfaction in relation to the overall experience of tourists, ✓How to work with travel agencies and joining the gastronomy tourism routes, ✓Case studies and examples of best practice.

Handbook 3: 10 steps for Digitalization of the Gastronomy Cultural Heritage

✓How to digitalize and promote the identity of cultural heritage rural gastronomy including: recipes, dishes, ingredients, raw local materials and local producers, old kitchen facilities (baking ovens, tools, fireplaces), legends, songs and clothing related to food, traditions, ✓Identification and digitalization of Ethno-diversity and Biodiversity in Rural Areas, ✓How to create Data base of national and European recipe inventory, ✓Case studies and examples of best practice.

Handbook 4: From my village I can be all over the world

✓Actions to help tourism businesses go digital, ✓How to plan and implement a digital marketing strategy, ✓Creating and Managing Online reputation and use of social media ✓Marketing your business , ✓How a Food Tourism SME can promote itself as a gastronomy destination in the digital world, ✓Case studies and examples of best practice.

1 training toolkit for tourism learning environment centers

The training kit will be focused on inclusive community development through tourism promotion and evaluation of the human resource pool within communities. The aim is to provide more effective methods to manage their local food resources better and to lead/contribute in developing tourism development policies of the community. This can lead to empowerment and consequently better resources and business management and quality product/service delivery.

The expected impact on the main target group of adults from rural regions active in tourism, is the creation of new material that enables them to develop better entrepreneurial skills for managing cultural food heritage tourism. The 4 modules of the training kit will offer the educational material, composed of theory, practical examples, exercises, evaluation tools as to improve the competences of the stakeholders from the 8 learning tourism environment centers.

Educational E-learning Platform

The project will transfer to the end users an innovative teaching and learning tool, adapting the training materials to web-based education efficiency in cultural gastronomy heritage tourism infrastructures and services. The platform will meet the need of using a tool for teaching but also for practicing the digital competences of the project beneficiaries.

The e-learning platform of the project will introduce new methodological approach to online learning and tutoring, as they will lead the course learners, university teachers and other adult educators and trainers through separate segments. The learners will have the possibility to study them in random order. The e-learning platform will be developed to be used for self-learning by independent users who can access the platform whenever they like.

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1st Transnational Meeting in Portugal

On July, the project partners had their first meeting within the project, in Matosinhos, Portugal. At this meeting the partners had the chance to discuss the activities of the project, as well as to share their experience in their field of expertise.
The partners, together, form a multi-skilled and a multidisciplinary team that is essential for the development of the activities of this project.
All topics related to management and implementation of the project were discussed and all partners agreed on various further steps that must be taken in near future in order to reach the objectives of the project.

2nd Transnational Meeting in Italy

During the meeting, partners evaluated the progress on the project, including the official finalisation of the White Paper in Gastronomy and discussed the development of the next steps to be taken in the second project results and the creation of a blended learning platform.
The next meeting between the partners will take place in May 2023, in Piraeus, Greece.

PROJECT TEAM

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