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Handbook 3

10 steps for Digitalization of the Gastronomy Cultural Heritage

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Digitalization of Rural Gastronomic Cultural Heritage in Europe

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10 steps for Digitalization of the Gastronomy Cultural Heritage

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Introduction

Gastronomy tourism is, according to the UNWTO (2010), 'a type of tourism activity characterized by the visitors's experience linked with food and related products and activities while traveling, including authentic, traditional, and / or innovative culinary experience'.

This type of tourism is based on gastronomic heritage, and surprisingly it was not fully recognized until 2010, when UNESCO included in the intangible cultural heritage list the traditional cuisine of Mexico, gastronomic dining in French, and a gingerbread craft from Northern Croatia.

The intangible cultural heritage includes traditions living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices related to nature and the universe, or the skills needed to produce traditional crafts.

Gastronomy is the element that connects a place's identity, the historical characteristics and the heritage. It is the point of connection between tradition and modernity, between the specific and the universal.

Being part of history, culture, identity, economy and social life, the gastronomic heritage together with tourism can be the key point to revitalize the economy of a region.

Traditional cuisine is a cultural element that largely marks the identity and uniqueness of tourist destinations. The marketing and management organizations of the destination are increasingly interested in highlighting the influence of gastronomic tourism as a primary factor in the

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development of tourism. And this is where the digital factor comes in, as an adjunct in promoting this heritage in the most original way possible.

Digitalization is an increasingly widespread key concept in any field.

Digitalization basically means the transformation of analog information and processes into a digital form.

If we refer to food in a broad sense, over time the digital transformation has strongly impacted food processing in the sense of increasing productivity, diversification, safety and shelf life.

Figure 1 An overlapping relationship within a digitalized food system (Raheem, 2019)

Recently, this has started to have greater implications in gastronomy and tourism, which helps the development of faster and more transparent services, and through which traditional ways of food supply can be added.

The digital period in which we live generates more and more opportunities for the entrepreneurial environment, by digital solutions that can activate resources that before were not directly related to food and tourism.

In order to realize how digitalization can be used in the transformation of gastronomic tourism, the main attention must be directed towards understanding the properties of digitization within the perpective of the data used, infrastructure, communication channels and digital products. This allows the correct understanding of the changes that digitization brings to tourism and the delivery of tourist services and experiences.

The main doubts regarding the influence of technology in gastronomic tourism are how it is done, when it is implemented and how it changes the relationship between business and consumption.

Since 2015, UNESCO considers that the digitalised forms of documents as a primary "means of Knowledge" with enormous impact in humanity as a record of human thoughts, events, languages, cultures and world understanding in a precise time and place. This recommendation reinforces that the documentary heritage is crucial in scientific and technological development. In this context the access should be conveniently implemented and encouraged to the institutions of the sate members select, collect and preserve those memories. In 2016 UNESCO worked on digital management guidelines for heritage institutions, in particular libraries, archives and museums, institutions that are the main responsible for the cultural and heritage preservation in a digital way. This is a real basis to the implementation of long-term sustainable digital preservation. Those guidelines open a new era in digital preservation and the use of sustainable and durable practices.

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1. 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

Food heritagization "refers to the transformation of [food], places and practices into cultural heritage as values are attached to them, essentially describing heritage as a process" (Sjöholm J, 2016)

The creation, in 2010, of the UNESCO's Intangible Cultural Heritage list have started the focus on food and culinary cultures as identity markers and on how the gastronomy can foster the economic, political, and social empowerment of local communities (Zocchi, Corvo, 2021).
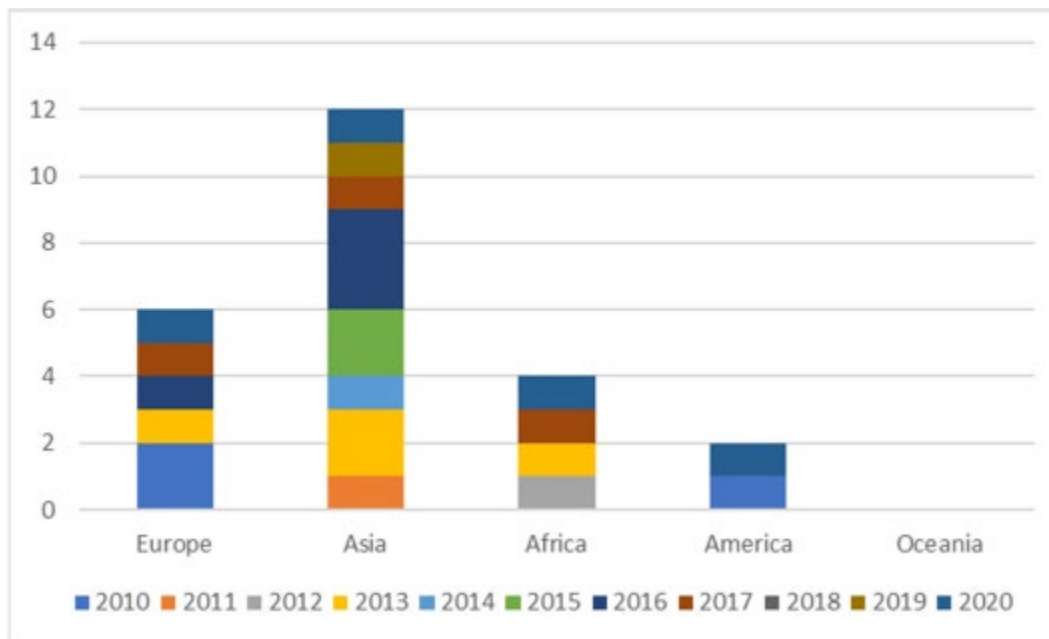
Figure 2 Gastronomic ICH recognized by UNESCO (Lin, Marine-Roig, Llonch – Molin, 2021)

This phenomenon is called by some experts "heritage turn", this term defining the link between the identity crisis and how food is filling a heritage gap by promoting the local agriculture resources and food tourism.

When talking about sustainability, the food system is one of the key aspects to be taken into account. The current discussion explores more and more how the heritage enhance the sustainability of the food system and how the local communities are contributing in safeguarding the traditional food resources and what tools do they need to preserve this type of heritage.

In the area of cultural food heritage, each community can be distinguished by its knowledge gained over time. This understanding results from the interaction with the environment and living conditions, many of them with a proven scientific basis (Bergflødt et al. 2012). It is transmitted from generation to generation and represents the result of a historical process referring to the use of resources. In this way, the rediscovery of those resources includes the idea of progress (Cannarella et al. 2011, Handayani et al. 2009).

The development of food tourism, with an emphasis on authentic gastronomy, is important to ensure the long-term sustainability of tourism, especially in rural areas. Success in developing his type of tourism is largely dependent on strong stakeholder commitment.

The link between gastronomy and tourists' experiences is important for destinations, as these memorable experiences are associated with positive word of mouth and higher satisfaction. . This is particularly important in the context of rural destinations, where food is seen as a characteristic feature of rural areas, representing a certain heritage and traditions, and contributing to their development. When developing gastronomy tourism in rural areas, it is of the utmost importance to consider the authentic nature of the food on offer.

In recent years, the digital transformation has generally changed the demand and supply, offering increasing interaction and the internet has become a crucial marketing tool.

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Digitalization has changed the way people interact with each other, but at the same time is a process that added value to the challenges of services innovations.

The digital properties that include helpful elements to enhance the gastronomic heritage are as it follows:

- *The programmability and self-referential nature of the data*, which offers increased automation potential;
- *Digital connectivity* (wireless, wired, satellite technologies), the infrastructure that is the engine of communication and mobility;
- O*mnipresence*, so that through technology we can be present in several places at once, and the services can be accessed from any place, from any device, almost at any time;
- *Digital modularity*, which allows the reconfiguration of elements along industries and the value chain, so as to lead to new business models that are as sustainable as possible;
- *Digital visibility*, especially through social media that transforms communication, socialization and the power of information distribution;
- *Personalization*, so that the experimenter has the possibility to tailor his products and services according to his own preferences and values through digital features.

The digitization of gastronomic tourism aims to promote the gastronomic heritage by providing to visitors' authentic experiences, using new technologies. So before applying digital elements, it is important to know the motivation of visitors/tourists towards culinary experiences.

In order to explain tourists' behavior to taste local food and beverages, Kim and Eves (2012) developed a motivational scale composed of five motivational dimensions, generated by 26 items. The five motivational dimensions were cultural experience, excitement, interpersonal relation, sensory appeal and health concern.

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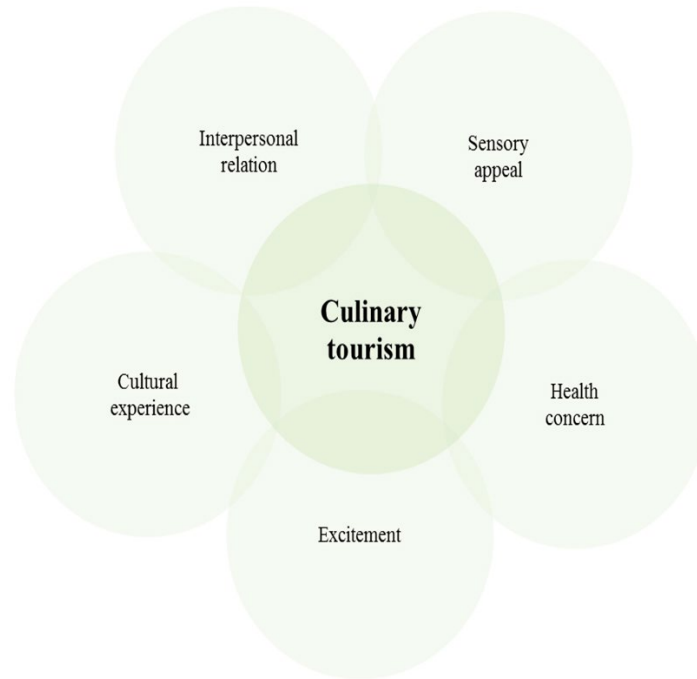
Figure 3 The five motivational factors of Kim and Eves' motivational scale (Kim, 2012)

In particular, *cultural experience* is associated to the tourists' desire to experience different cultures, since experiencing new foods and dishes means also experiencing new cultures.

Excitement dimension is related to the need to practice exciting experiences during holiday, also associated with the need to escape from routine.

The third dimension identified was *interpersonal relation*, which is seen as a desire to meet new people, spend time with friends and family and get away from routine relationship.

Culinary tourism is also seen as a sensory experience. *Sensory appeal* is, in fact, the fourth dimension and it is related to the sensory characteristics of food that can play an important role in culinary tourist' choices.

Health concerns is the fifth motivational dimension affecting local food and beverages consumption in touristic destinations.

2. THE DEVELOPMENT OF DIGITAL MARKETING SKILLS AMONG THE STAKEHOLDERS

Employment is the biggest livelihood factor and the most basic support for economic development. Widening the employment channels of the rural labor force is an important way to increase income sources and improve living standards. However, in many low- and middle-income countries, labor force retention in rural areas is prominent, and frictional unemployment and structural conflicts have increased. The employment problem of unemployed and low-skilled people in rural areas has gradually become prominent owing to their lack of job skills.

With the improvement of digital infrastructure and the popularization of intelligent devices, digital skills play an increasingly significant role in workers' access to information. The improvement of digital infrastructure has greatly changed the lifestyle and communication behavior of rural residents and has a certain impact on their individual employment choices.

The acquisition of digital skills can strengthen the social network communication of rural laborers, broaden the scope and depth of social relationships, and contribute to the accumulation of social capital. This social capital can help rural workers to obtain employment information and can provide employment opportunities and resources, thus improving their employment quality and employment probability.

With the rapid development of digital technology, digital networks have become a new learning platform that overcomes the limitations of time and geographical learning resources and provides more-convenient conditions for achieving learning resource sharing and online communication. The mastery of digital skills can enable rural laborers to access learning resources such as vocational skills training at a lower cost without leaving home, thus improving their skills and cognitive abilities.

Vocational skills training can enhance the human capital level of rural workers, and having a higher level of human capital will increase their labor skill level and productivity, thus making it easier

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to find employment opportunities. In addition, the level of human capital supported by digital skills plays an important role in the employment decisions of the rural labor force.

Marketing competencies and investments are necessary to highlight heritage products. Heritage producers, particularly if they are smaller size, find it difficult to adopt heritage-sensitive marketing strategies.

Typical challenges are as it follows:
- Lack of digital competencies;
- Insufficient funds allocated to market investments;
- Digital divide issues that prevent access to digital opportunities;
- Perception of digital technologies as useful for larger enterprises but not for small producers or artisanal food products;
- Ideological preclusions to the adoption of marketing understood as a 'capitalistic' management philosophy and set of techniques aiming to stimulate over-consumption.

Heritage producers, and their collective organizations, should therefore:
- Invest to develop their digital skills. This can happen through the formal training, opportunities offered by learning institutions or other relevant actors;
- Develop their online presence. Social media have a very little barriers to entry and can be set up at virtual no cost. The other advantage is that they can often generate user-generated content and word-of-mouth, particularly if consumers are stimulated to do so. Online presence constitutes a valuable individual marketing investment that producers can employ for their heritage storytelling;
- Adopt *ingredient branding* strategies, a promotional approach where producers of raw materials or intermediate products advertise directly to consumers so that consumers will perceive end products incorporating these ingredients as of high quality.

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3. COMMUNICATE HERITAGE THROUGH DIGITAL AND EXPERIENTIAL STORYTELLING

Food practices evolved through social and historical structures and events pertaining to a region (Foley, 2005). Traditional food system is defined as "all of the food species that are available to a particular culture from local natural resources and the accepted patterns for their use within that culture" (Kuhnlein & Chan, 2000, p. 596). This definition echoes the sociocultural significance of food, with emphasis on how it is made, preserved, and promoted to provide nutritional value for a group of people, ethnic group, or tribe. The food itself is as important as the process of its procurement, processing, treatment, chemical composition, and how each food is used according to gender, age, and social structure. Further, it is also important to Social media are global communication platforms that are able to optimize cultural sustainability through the principles of documentation-based development. Not only as preservation media, the documentation of local culture development – including typical culinary – also has the economic potential providing the benefits in the forms of prosperity development for people living in a certain area with the owning locality potentials. Through social media optimization as documentation facilities, traditional culinary may be presented on global stages as local culture treasures having local wisdom values internalized as identity and uniqueness. understand the nutritional health consequences of the food. The documentation in social media has an important role in the creation and has the function an instrument to widely spread traditional values and knowledge. In addition, social media can function as a source of information in attracting tourists to enjoy traditional food.

Storytelling is an effective promotional tool to connect with consumers. Digital storytelling, in particular, is a cost-effective way to engage with online publics and followers and permits to engage with the younger generations of *digital natives*. It also allows the possibility to use consumer-generated stories and content for promotional reasons.

The typical challenges and difficulties in mediated storytelling areas are:

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- Digital storytelling requires the production of high-quality media content and local stakeholders often lack the time and skills to produce a high-quality content with a storytelling logic;
- Professionals from outside areas might have limited awareness of an area's food heritage;
- Local producers often do not establish websites and social media channels or do not have the skills and time to animate the latter with continuity or react quickly to consumer online interactions.

Local producers should therefore:

- Adopt a narrative approach to labelling;
- Upgrade their digital promotion and storytelling skills and investments. They should establish a social media presence to share in a favorable manner the online conversation about their products. When dealing with a non-local experts in these fields, they should feed them enough information on the local culture and traditions, and ensure that messages diffused to tourists and non-local clients remain authentic and culturally resonant with locals;
- Carefully design opportunities for the creation of user-generated content. The local producers could assess all existing *touchpoint* with consumers in terms of visual opportunity for their 'Instagrammable' moments or create new ones with this logic. To benefit from user-generated content, heritage producers should also communicate their official social media and preferred hashtags.

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4. TRANSITION FROM CULTURAL HERITAGE TO DIGITAL HERITAGE

Transforming cultural heritage into digital heritage, preserving it, and making it sustainable by conveying it to future generations, are of great importance for the economic development.

In this sense, the technological infrastructure should be developed first to prevent possible deficiencies in terms of technology, internet, and management when transferring cultural elements to digital environment.

Digital heritage is composed of computer-based materials with a lasting value that should be preserved for future generations. In fact, while the digitization of cultural heritage ensures the preservation of original documents and materials, it enables equal access to this heritage by everyone. Digitization prevents especially rare written works, pictures, video–audio recordings and documents from abrasion and being lost, and also makes an important contribution to cultural tourism by enabling visitors to access these materials at any time and place.

Furthermore, digitalization makes it easy for the potential guests to access information in choosing destination and product.

This is because contemporary tourists also want to experience heritage in the context of creative tourism. The creative tourism mentioned here "is the type of tourism that provides the visitors with the opportunity to develop their creative potentials through active participation in courses and learning experiences which are a characteristic of the holiday destination they are visiting". Experiencing the intangible cultural heritage of the country, such as cuisine, music, social life, etc., which are digitized and can be seen over the internet to ensure the preservation and sustainability of cultural tourism, is a preference for many tourists.

Having in mind the present competitive and fast shifting markets, companies rely much on the successful development and introduction of new products and/or services into the market. Innovation is a vast and multi-dimensional concept, which can be defined as the capacity to

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develop new products, new processes, new forms of organization or even new markets (Horvat et al., 2019; Kalluri & Kodali, 2014; Kühne et al., 2010).

There is an increased interest in foods which are linked with tradition, and these represent an increased segment of the food market in Europe. In order to maintain or even augment market share and lucrativeness taking advantage of marketing opportunities, the traditional food sector companies are also impelled to innovate, even though innovations are controversial in this particular context (Kühne et al., 2010; Vanhonacker et al., 2013).

Consumers usually associate Traditional food products with quality and associate them with tradition. However, and at the same time, they also demand for healthier, more nutritious, and more convenient products. Hence, innovation becomes essential to meet consumers' demands, and if traditional food products want to keep the pace, they need innovation as much as other food products. Consumers feel divided about innovation in traditional products, due to the contradictory concepts laying underneath: innovation versus tradition. On the other hand, this is a particular window of opportunity because it brings innovation into a product that has a special position precisely because it is meant to be traditional (Bigliardi, 2019; Gere et al., 2019).

In order to maintain or expand their market share and profitability, traditional food sector should be also forced for innovations. Innovations include the improvement of product, process and distribution of traditional foods in the ways of non-traditional foods, except keeping natural identity of traditional food products such as usual, familiar, authentic, typical and inherited. The degree of food familiarity affects the consumer responses, willingness to buy and finally potential of success. Understanding of consumers' preferences of traditional food has also important to commercialize the product throughout the country, even in global market. A new dimension to the traditional product might be adding a new concept associated with improving the perceptual properties of the product such as reinforcement of traditional character, reduction of fat contents, removing unpleasant flavor, packaging and presenting them in more naturel way at the various sizes and selling them in vending machines.

Especially with the development of technology, link between the cultures developing closer relationships with each other and the motivation to travel for the purpose of experiencing food is

strengthening. In other words, globalization appears as a driving force to rebuild or reinvent local food traditions and features. In our daily life, everyone's use of social media is a sign of food and beverage culture and provides communication between individuals. Restaurants and food shared at applications such as TripAdvisor, Foursquare, Facebook, and Instagram arouse curiosity in people and stimulate them. In this context, people constantly leave their places of residence and temporarily move to the destinations they are interested in and experience those restaurants and food. As a result, a new cultural structure emerges and that is called digital cuisine culture.

Food is becoming increasingly central in the experience of tourism destinations. With the rise of the experience economy, food becomes one of the central elements so that destinations could take as a basis at branding, shaping the image of the destination and promoting tourism. Social media is becoming increasingly important as a source of information for tourists.

Digital cuisine culture is a comprehensive concept that is influenced bythe facts of culture, cultural creativity, tourism culture, technology, food and food culture. Dishes that develop in connection with local communities are the food culture of that region. In times when technology did not exist, food cultures developed, changed and reshaped, influenced by events such as immigration, wars or tourist activities. This cycle in food culture has never ended. However, with the development of technology, food culture is carried to another dimension and continues its change from here. Hidden dishes and food cultures are exposed through various social media applications. The food that is exposed is more known, it has become familiar, and it has been started to be produced and sold in a larger area by going out of a small region.

Before the digital age, culinary cultures were based on the characteristics of their partly closed region, with pineapple facts, etc. While it is taking shape, this situation has changed completely in the digital age. The development of transportation, positive developments in the food supply chain,

that is, the fact that nutrients can be transported anywhere, the increase in the use of social media as a result of the advancement of technology, makes the dishes not specific to certain regions. Easy access to nutrients causes meals that are specific to certain regions to be produced in the desired place without being obstructed by time and space. As a result of the use of social media applications developed in accordance with the technology, it increases the awareness and demand of the dishes from certain regions. At the end, as a result of the use of social media, it makes it possible to request and supply dishes specific to certain regions everywhere. This situation reveals radical changes in food culture. Especially in mega cities, it has been passed from traditional cuisine culture to digital cuisine culture. For example, a megacity Istanbul-Turkey and has a cosmopolitan structure. Due to its cosmopolitan structure, people with many different culinary cultures live together. However, tourists who visited Istanbul, not only in the culinary culture of Istanbul, are likely to be willing to live the experience with Turkey's culinary culture. In this sense, restaurants with different concepts are opened in order to experience dishes of various culinary cultures learned from social media. As a result of this cycle continuing, a digital cuisine culture emerges.

The use of social media, which develops in connection with technology, constantly changes the behavior of tourists and the structure of the touristic products they want to experience. There was a cultural change, especially when tourists traveling to experience different culinary cultures wanted to experience the cuisine or culinary cultures they saw on social media. This cultural change, a desire to experience the dishes of various culinary cultures that come out with cultural creativity and are shared on social media, creates a new market structure. This market structure affects the tourism culture and hence the culinary culture.

In particular, the way people relate to and communicate with organisations when trying to meet their material and economic requirements is significantly impacted by the advent and widespread use of new and more inventive digital platforms.

Today's society already makes use of digital platforms, search engines, websites, social networks, mobile applications, and email services, to communicate with one another, stay informed about

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local and global events, buy and sell goods and services, manage their finances, and, increasingly, perform professional duties.

The impact the context described before had on marketing as a field of endeavour was one of the most intriguing changes it brought about, because its fusion with new ICT and digital tools tends to result in more successful initiatives, is more easily controllable, and, most importantly, provides a more easily measurable return on investment.

From a conceptual standpoint, the initial and widespread perception that "digital marketing" refers to marketing products and services through digital channels has developed to the point where it is now characterized as a social process through which individuals and organizations use digital technologies to attract new clients, increase current clients' knowledge (so they can better meet their needs), promote brands, strengthen alliances, and boost sales.

Digital marketing, is much more than just using a website. It is, in their opinion, a symbiosis between online platforms and digital marketing practices, content integration in theme-oriented portals, and institutional websites.

From a technical point of view, the main tools currently supporting the majority of digital marketing initiatives are social media marketing (SMM), mobile marketing, search engine optimisation (SEO), web analytics, search engine marketing (SEM), interactive marketing, affiliate marketing, email marketing, and digital content creation.

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5. IDENTIFICATION AND DIGITALIZATION OF ETHNO-DIVERSITY AND BIODIVERSITY IN RURAL AREAS

In international policy circles it is increasingly recognized that the conservation of biological diversity is integrally related to the preservation of cultural diversity and that local communities hold traditional ecological knowledge of great potential value and importance in global efforts to achieve sustainable development objectives and this is how digital technologies have a significant role in facilitating the preservation of this cultural diversity.

Digital technology is widely used for biodiversity preservation purposes and many state and NGO initiatives are underway to develop electronic storage and communications media.

As rural communities experience shrinking populations, those who remain face a host of social and economic issues. But by increasing their access to technology , some of these problems can be alleviated and vulnerable communities protected.

Rural digitalization involves using advanced digital technologies to strengthen the economic and social fabric of rural populations, ultimately providing them with more opportunities to lead connected lives. These technologies take many forms — from agricultural innovations to solar-powered lighting systems — yet they all address the same bottom line: People shouldn't be moving from the countryside out of necessity. Many families have cultural and historical connections to their rural locations, and digitalization ensures they can remain there without compromising their quality of life.

In the E.U., the implementation of the world's largest research and innovation programs — Horizon 2020 — resulted in many projects that aim to secure European global competitiveness. For example, DESIRA has focused specifically on assessing the impacts of digitalization, laying out seven guiding principles to aid Europe in achieving rural digitalization by 2040. Among these principles is the implementation of policies promoting digital inclusion. In the process of rural digitization, some rural areas could be left out, resulting in a growing digital divide and uneven development. To prevent this, DESIRA affirms that European governments are responsible for

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ensuring people aren't disadvantaged based on their location, which governments should universally adopt when it comes to rural digitalization.

Alongside improving rural infrastructure, using renewable energy resources, and incorporating communication technology in agricultural industries, digitalization especially provides better opportunities for young girls. Improving women's educational opportunities through school digitalization is perhaps one of the best methods of empowering girls, as it provides them with new, refreshing perspectives on the world they live in.

Biodiversity is deteriorating rapidly in Europe and across the globe. There is, however, enormous untapped potential in the use of data and digital solutions to protect our natural resources.

In fact, the digital solutions have already proven to be extremely useful in monitoring biodiversity worldwide for decades. Going forward, technologies such as artificial intelligence (AI) and the Internet of things can further improve the data management needed for monitoring, decision-making and law enforcement. They can also help green human activities, raise awareness about biodiversity-related challenges and encourage citizens to support necessary measures.

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6. THE ROLE OF DIGITAL PLATFORMS

To create a database of recipes, the framework used should be similar to an intelligent digital platform.

The digital platforms are a facilitator between the consumers who want a personalized experience and the local initiatives by exchanging information, giving visibility, promoting the gastronomic resources, sharing data, generating economic benefits for local entrepreneurs, integrating digital technologies in the organizational context. Those initiatives enable real-time database updates and valuing creation factor.

The Intelligent Digital Platforms are able to:

- Articulate the innovation propellers;
- Provide specialized information;
- Enhance the visibility of gastronomic resources;
- Absorb and designs experiences;
- Articulate the actors of rural communities.

Innovation aspects	Usability and functions
Community	1. Enhance of rural 2. Marketing of gastronomic services 3. Management of business formation 4. Direct communication with the visitors
Use for visitors	1. Centralizes information 2. Direct communication with the rural community 3. Initial experience through the platform 4. Visibility over the gastronomic resources and services

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Figure 4 Usability and main functions of an Intelligent Digital Platform

Key areas of an Intelligence Digital Platform:

a. *Value proposition:* This is how a geographical area brings out its cultural and gastronomic identity. The value proposition is based on offering comprehensive services by taking care of the environment and respecting cultural diversity.

b. *Key partners*: creating network of reliable and efficient partners. An extensive list of elements must be considered during the process of choosing strategic partners, such as linking to the value proposition, selection criteria, and developing a win-win relationship.

c. *Key resources*: primarily the tools to put the key activities into practice such as internet access, use of mobile apps or travel planners. The information would be stored in a data base so that data analysis can be carried out later for strategic planning

d. *Visitors Relationship*: a community is established around its products and services and this helps to provide personalized experiences by the platform and social media.

e. *Channels*: elements that define how the heritage promoted will reach the visitors and convey the value propositions broadly and efficiently.

f. *Visitors Segments:* the target visitor segment is determined based on information obtained from studies, based on demographic parameters, activities, social class, lifestyle etc. The platform will be integrated by the local actors where the potential visitors are identified.

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Key partners	Key activities	Key resources
- Local entrepreneurs (craftsmen, farmers, owner of accommodation units, cooks etc.) - External companies (travel agencies, tourism boards, marketing companies etc.) - Transport companies - Community managers - Digital influencers - Service providers - Local governments / authorities - Cultural institutions / NGOs - Researchers	- Web development and management; - Promotion on platform services; - Promotion on social media; - Cultural and heritage marketing; - Local stakeholders training in the digital use; - Acquire advertisers.	- Internet access; - Mobile apps; - Cooperation of direct and indirect actors.
Visitors relationships	**Channels**	**Visitors' segments**
- Online via the platform - Online via social media	- Social media - Conventional cultural and tourism organizations - Digital marketing	Visitors interested in gastronomic tourism, eco-tourism, cultural tourism, agrotourism, sustainable tourism

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		and experiential tourism; ▪ Travel agencies; ▪ Tourism boards; ▪ NGOs.

Figure 5 Examples of key areas of an IDP

One of the priorities in enhancing the information space is the digitalisation of the demand and supply sides for gastronomic heritage that contributes to the integra-tion of small farms and semi-subsistence farms into economic activity, which, in its turn, promotes the vitality and viability of the rural space.

One of the simplest ways is to establish a special institution being responsible for bringing demand and supply together. Individual producers inform the institution about their goods/products, how to reach them(their addresses) and the direct com-munication option .

e institution creates a website, aggregates the in-formation and places the orders. PlatFerma in Romania could be mentioned as an ex-ample. PlatFerma is an online platform through which people can find out who and where the Romanian farmers are, what natural products they offer, how they take care of their own households, what inspires and motivates them. Within this platform, eve-ry farm has a correspondent "Farmer Portrait", which containsinformation about healthy food and its source. The platform includes "The Farms' Map" –a map that directs buyers to farms close to large cities, what and where they can buy. The map pinpoints places in the country, where farms are divided by county and product cate-gory. There are nine categories which include elements of a diversified, delicious and local diet (PlatFerma..., 2018).

An important option to bring demand and supply together is also the self-organisation of business associations or cooperatives and the establishment of their own outlets/shops.

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Finally, direct marketing expands as well. A producer of goods/products cre-ates a personal website in the digitalnetwork and offers the goods/products, the kinds of packaging, the price and the possible time of delivery, as the producer him/herself delivers the goods/products to certain sites. As regards direct marketing, often buyers rather than suppliers cooperate. The so-called direct marketing groups emerge. Direct marketing groups are attributed to an opportunity created by buyers –enthusiasts –to regularly, every week, purchase fresh local organic food directly from organic farmers by investing their own time.

Direct marketing contrasts with usual shopping at the marketplace or a super-market. Buyers have to plan their needs for products for the next week. Besides, sometimes they have to be creative in order to cook meals from what is available at that period or season.

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7. How to create Data base of national and European recipe inventory

Preserving ethnic and cultural diversity in general becomes a great challenge nowadays similar to the task of preserving the biological diversity of our planet. The endangering factors include even the spread of digital media that is unlikely to make allowances for local traditions.

The many combinations of tastes, aromas, techniques, as well as historical, religious, and cultural allusions incrementally form the heritage with references in literature, folklore, music - all that makes national cuisines unique and interconnected with other areas of human activities.

Fabio Parasecoli (2005) rightly applies a concept of '*signifying networks*' to national cuisines: "Each element in a culinary tradition is thus also part of several interconnected networks of meaning, practices, concepts and ideals; the full extent of its meaning and value cannot be grasped without analyzing its interaction with other apparently unrelated domains. We can define these networks as "signifying" because they help us make sense of reality, allowing us to comprehend our cultural environment and to act within its rules and boundaries" (Parasecoli, 2005).

As the world becomes smaller in terms of travelling and communication, we get a lot of opportunities to discover new cultural dimensions to ourselves. One can tell quite a lot about a national group just by trying its famous dishes. Foreign visitors are often quite keen to try local cuisine but might find it risky unless enough explanatory information is provided. Sharing cooking recipes not only encompasses a list of plain ingredients and cooking directions but also the environment where food products grow. National cuisines involve a big number of factors that make the dishes special, including specific ways of whole food processing, the use of utensils, applying cooking techniques etc. Thus the use case of digitizing cuisine is quite instructive for understanding the principles of present-day cross-cultural knowledge exchange. Today's big challenge is to encode this information into a proper digital form so that the data exchange can open doors to foreign tourists, boost economic ties, and bring cross-cultural communication to a much higher level. Many digitizing projects are built around an idea of using some kind of foundational ontology that can be extended by knowledge engineers in a particular specific field

of expertises. We shall consider the use-case of applying these tools to digitizing the national cuisines.

Existing technologies of formalized knowledge representation fall into several groups of frameworks.

These include Semantic Web approach in its original form of OWL and RDF. Online collections of interrelated datasets using Semantic Web instruments are known as Linked Data. Many digitizing projects are built around an idea of using some kind of foundational ontology that can be extended by knowledge engineers in a particular specific field of expertises.

The dominant rationale of **RDF** is that "the Web is moving from having just human-readable information to being a world-wide network of cooperating processes.

RDF provides a world-wide lingua franca for these processes" . As its name suggests, RDF is a framework for expressing information about resources – primarily

web documents and various entities. Its formalism is based around an idea of static classes and properties. The question naturally arises as to what extent it is sensible to

treat a recipe as an entity rather than as a complex process with arguments, timings, nested complexity etc.

Schema.org is a collaborative community activity with a mission to create, maintain, and promote schemas for structured data on the Internet. This initiative aims at providing a standardized vocabulary for shared metadata of published web resources.

Web resources related to cooking can use the metadata fields of a Recipe class, maintained here:

http://schema.org/Recipe.

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```
<script type="application/ld+json">
{
"@context": "http://schema.org/",
"@type": "Recipe",
"name": "Strawberry-Mango Mesclun Recipe",
"image": [
"https://example.com/photos/1x1/photo.jpg"
],
"author": {
"@type": "Person",
"name": "scoopnana"
},
"datePublished": "2008-03-03",
"description": "Mango, strawberries, and
sweetened dried cranberries are a vibrant
addition to mixed greens tossed with an oil
and balsamic vinegar dressing.",
"aggregateRating": {
"@type": "AggregateRating",
"ratingValue": "5",
"reviewCount": "52"
},
"prepTime": "PT15M",
"totalTime": "PT14M",
"recipeYield": "12 servings",
"nutrition": {
"@type": "NutritionInformation",
"servingSize": "1 bowl",
```

```
"calories": "319 cal",
"fatContent": "20.2 g"
},
"recipeIngredient": [
"1/2 cup sugar",
"3/4 cup canola oil",
"1 teaspoon salt",
"1/4 cup balsamic vinegar",
"8 cups mixed salad greens",
"2 cups sweetened dried cranberries",
"1/2 pound fresh strawberries, quartered",
"1 mango - peeled, seeded, and cubed",
"1/2 cup chopped onion",
"1 cup slivered almonds"
], "recipeInstructions": "\n1. Place the
sugar, oil, salt, and vinegar in a jar with
a lid. Seal jar, and shake vigorously to
mix.\n2. In a large bowl, mix salad greens,
sweetened dried cranberries, strawberries,
mango, and onion. To serve, toss with
dressing and sprinkle with almonds."
}
</script>
```

Linked Data Recipe representation using JSON format and Schema.org's vocabulary (Dmitriev, 2018)

The vocabulary and format adopted by Schema.org is primarily oriented towards representing high level metadata of web documents. In our view, a properly normalized semantic graph requires

much more explicit representation of concepts. Most string values in Schema.org's fields are natural texts requiring human cognitive interpretation. Such a text cannot be directly read by digital systems without special NLP tools that for the most part are fairly error-prone.

The traditional way to give directions of a recipe is to start with things and operations that are needed to be executed first. This order and style of description is known as imperative or procedural. The declarative or functional style of describing the logic of a process usually starts from the top of the execution pyramid, the expected useful result that we wish to achieve.

The cognitive challenge of this task looks hard straight from the outset when we even try to define what the 'recipe' is. "The term recipe has several contextual meanings.

It can be defined in a general sense as a method to obtain a desired end. When used in the context of cooking, it is generally considered to be a set of instructions on preparing a culinary dish. As such, it could be viewed as an object with properties such as ingredients and time needed. Alternatively, it could be viewed as a process, which takes in some input, has a series of steps to be executed, and produces some output.

The time taken to execute the steps and the utensils needed also help describe the recipe.

Once faced with the task of explicit explanation of concepts that are mostly known to us from our daily life experience, we as human beings tend to come up with different semantic segmentations of the shared reality. To some people the answer to this problem lies in imposing as many global standards as possible. However, in our view it's pointless to try and enforce any homogeneity in our cognitive shaping of foundational ontologies. The possible way of cross-cultural semantic integration in our view is to promote the use of ontologies that are tightly coupled with natural language processing.

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It is ideally to offer to the community of linguists, anthropologists, knowledge engineers, and all other interested parties is a set of methodologies, digital formats, and software tools to help establish a collaborative platform for knowledge sharing. It is complicated to think that such complex formalisms could be directly used by local communities that wish to share their cultural heritage with the rest of the world. But starting from these, we can create a technological base for them to use.

The wider use of natural language processing cand help to convert the free text input provided by a user, eg. the cooking directions from the original language into a set of interrelated semantic propositions that can be generated on the fly and presented in a user-friendly graphical interface. The propositions can be restated in another natural language or the same original language but in a more generic way. If any of the automatically parsed propositions seem incorrect or ultimately wrong, one can either try to restate the original instruction or redirect this issue to a support team

Nowadays, the culinary topics are of vivid interest in social networks and mobile applications. Our GSL-based formalism was tested in various commercial and non- profit projects.

Another example of a successful project is RecipeBD[1] which is a structured compilation of recipes, ingredients and nutrition profiles interlinked with flavor profiles and health associations. The repertoire comprises of meticulous integration of 118 171 recipes from cuisines across the globe (6 continents, 26 geocultural regions and 74 countries), cooked using 268 processes (heat, cook, boil, simmer, bake, etc.), by blending over 20 262 diverse ingredients, which are further linked to their flavor molecules (FlavorDB), nutritional

profiles (US Department of Agriculture) and empirical records of disease associations obtained from MEDLINE (DietRx). This resource is aimed at facilitating scientific explorations of the culinary space (recipe, ingredient, cooking processes/techniques, dietary styles, etc.) linked to taste

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(flavor profile) and health (nutrition and disease associations) attributes seeking for divergent applications.[1]
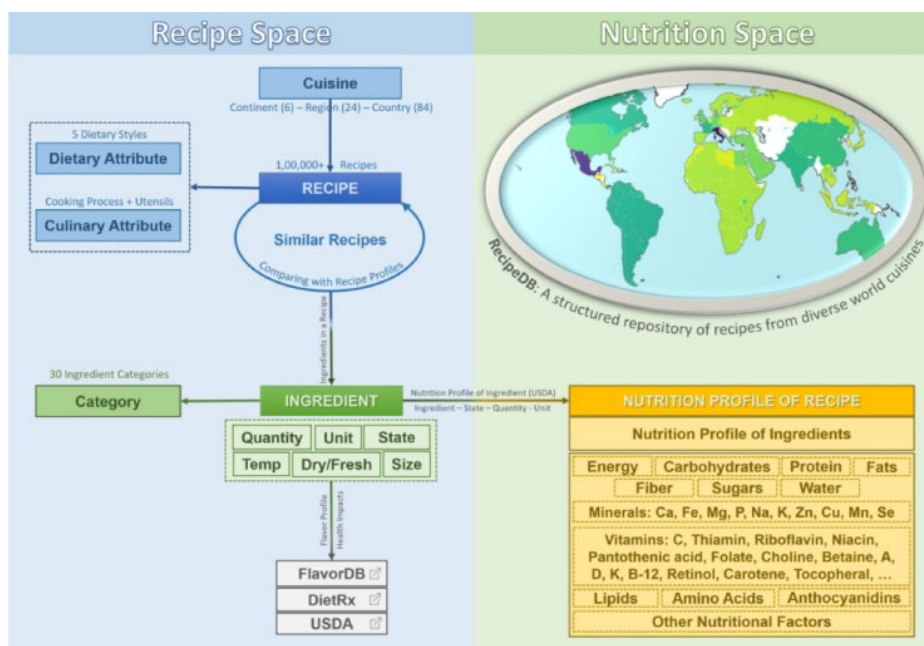
Figure 6 The structure of RecipeDB database

Steps to create a database as a resource for exploring recipes

1. Database overview

   The steps include the classification of the recipes into cuisines by geocultural regions, mappings and labeling with different characteristics (dietary styles, cooking processes etc.). It is essential to offer a user-friendly interface for querying and browsing recipes. Interactive data visualizations and interlinked search options can be provided to retrieve relevant information.

2. Data compilation

   It is indicated to review a large number of recipe repositories as a potential source of data, based on uniformity in structure and availability of geocultural mapping and number. This

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[1] https://cosylab.iiitd.edu.in/recipedb

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information can be then divided in multiple parts (ingredients data, cooking instructions data, geocultural mapping data etc.)

While constructing the dataset, information should be required in a structured format by constructing the dataset, tagging each word in every phrase by target, using representation vectors and clustering which means basically identifying unique representation vectors to increase the diversity of the database.

Following this step, we can also create models to "train" the database to get interferences for all the recipes in the database.
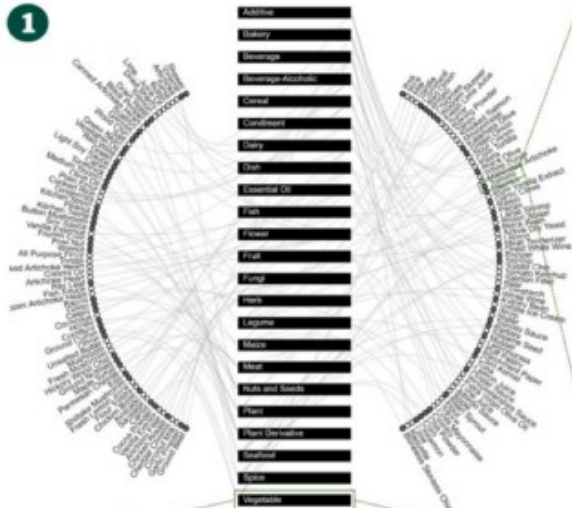
Every recipe can be mapped to its geocultural correlate at different levels of hierarchy (ex: country, macro-region, region, sub-region etc.) and this level of mapping can be done based on culinary / cultural similarities.

3. Database architecture and web interface
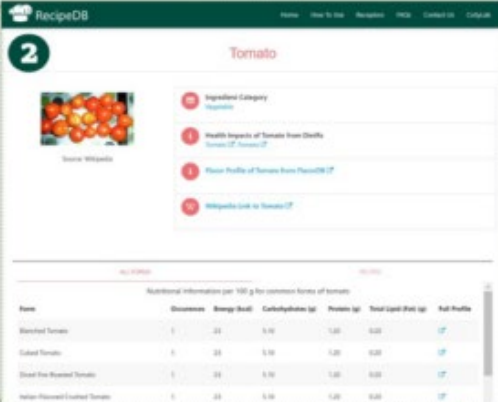
The database should facilitate easy the comprehension and navigation of complex interrelations among the cuisines, ingredients, processing methods, cultural and heritage information, and their categories.

Interactive data visualization and wide variety of user-friendly searches provide quick access to the desired information.

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10 Most frequently used ingredients of 'Vegetable' category

Tomato Pas...   Tomato

Onion

Recipe of the day

Hibiscus & Sumac Prawns from Hibiscus

Search By

⑤ CUISINE   ⑥ INGREDIENT   ⑦ CATEGORY   ⑧ NUTRITION   ⑨ ADVANCED

Region   Country   Recipe Title

SUBMIT

RecipeDB

⑪ By cooking processes, top 50 recipes similar to:

IndoCook's Indonesian-Style Ketchup

Showing All Recipes From Indonesian Cuisine

Figure 7 Schematic of RecipeDB user interface highlightinh features for searching and navigation of data

4. <u>Use cases</u>

This step is more empirical and it illustrates the utility of a recipes database for various applications.

The users have the possibility to search for recipes by the cuisine at the level of regions of a country. Each field can be powered with a single letter autosuggest to enable an uninitiated user. Clicking on a recipe name can yield a page with structural details of the recipe and 'more info' or others pop-up pages can provide different information or intersecting facts behind the recipe.

By creating a recipe database there is a possibility to develop complex queries with advanced search. The advanced search enables creating nuanced queries using the individual query elements (cuisine, recipe title, ingredient used/not used, cooking processes and utensils used and macronutrients).

Food is a complex subject interwoven with traditional cooking practices (recipes), flavor, nutrition and health. A database of national and European recipe inventory can be a data-driven perspective of the food puzzle.
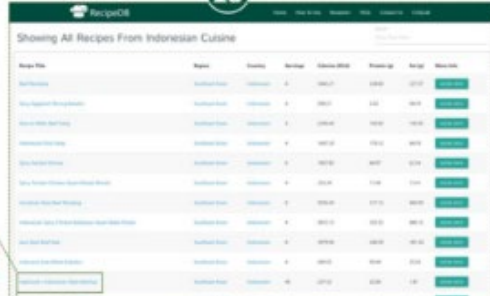
This kind of data base have the power to provide a structured repositories of diverse recipes to integrate cultural, culinary and nutritional aspects. By creating a curated and structured culinary knowledgebase, a database enables open-ended explorations.

Other than improving the quantity of the data, there is much scope for improving the quality of the recipes data. Compilation of generic traditional recipes is one among the key future directions.

The data gathered a potent source for the analysis of 'identity' of cuisine in measurable parameters, similarity among cuisines, quintessential patterns in cuisines, among others, apart from being an excellent resource for asking queries. Thus, the databae provides a quantified resource of the culinary heritage through a structured repository of recipes.

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8. HOW TO DIGITALIZE A RURAL GASTRONOMIC BUSINES

New approaches to enhance innovation and invention within rural businesses are required in the contemporary world of business, and a broad knowledge and understanding of digital technology, how it can be used, when it can be used, where it can be used and why it is used, by rural entrepreneurs should be properly defined in order to achieve this. Promotional marketing strategies using digital technology should be a central issue, and their benefitshould be better understood by business owners and managers worldwide. Access to global markets, efficient distribution of products and higher brand awareness can also provide competitive advantage and ensure effective business communication.

Primary concepts in entrepreneurial practice involve independence, innovation, decision making, forecasting, implementation and achieving success. However, rural entrepreneurship needs to be better developed to improve its broader economic participation. A transformation in how rural entrepreneurship is practiced could attract greater business success, but effective economic activities can only be achieved by the digitalization of rural entrepreneurship. The concept of digitalization can be described in terms of the infrastructural processes associated with digital technologies, in which analogue information is transcribed to digital form and applied in broader social and institutional contexts.

The importance of digitalization is not restricted to products, services and manufacturing processes, but includes a broad spectrum of competencies, including marketing, business networking, promotional mix, product distribution, supply chain management, access to international markets and the management of growth to achieve competitive advantage. Digitalization of all business processes is possible, and the outsourcing of certain services, or a shortage of human capital available to rural businesses, can thereby be easily surmounted, since

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digitalization can be used to positively enable new start-ups and potential young entrepreneurs willing to operate in rural environments in this way.

Few investigations have been performed into how digitalization could improve the survival and development of rural enterprises, which has resulted in a lack of knowledge and understanding of its relationship with improving the success of rural industries. Knowledge concerning the benefits of digitalizing rural businesses, and how this can improve business operation capacities, remains mostly assumptive amongst professionals and policymakers.

Much evidence from an international perspective exists, however, to indicate that small business, which is generally found in rural areas, plays a crucial role in the creation of a variety of different economies.

Drivers of rural entrepreneurship digitalization

1. Technological development

   In order to achieve community development opportunities, academic improvements, social change and political and entrepreneurial growth, governments should prioritize the installation of fiber optic technologies, thereby making broadband connectivity accessible to rural communities. The provision of fiber optic connectivity to all residences in rural areas would not only cater for household communication but allow for the digitization of rural business initiatives. It is believed that through strategic private sector partnership alliances, the public sector and governments of both developed and developing countries are enabling to create digital infrastructures that will ensure the digitalization of all rural areas.

2. Socio-economic factors

   Socio-economic factors are core aspects influencing entrepreneurial behavior and the operation of businesses. Economic growth is a function of both growth in resources and

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the rate of technological change, with land, labor, capital and entrepreneurship being resources in the factors of production. Economists, who have studied the effects of these resources or inputs in identifying the causes of economic growth, recognize the growth of entrepreneurship as their primary source. A primary contribution to the economic growth of all nations is that made by the entrepreneurial factor, because it is entrepreneurs who contribute with methods for achieving specific objectives, which include those innovations responsible for technological progress. It is therefore not an increase in the quantity of the other inputs that fosters economic development, but rather the efforts of entrepreneurs, who assume the risks for innovation, organize and co-ordinate all business inputs.

3. Barriers to rural entrepreneurship digitalization

Rural entrepreneurship is faced with the challenges of financial shortages, deficiencies in networking, electricity, equipment, marketing, small and distant markets, poor transport systems and also corruption. In many countries, meagre infrastructural facilities, poor access to technology and a lack of broadband connectivity and serviceable roads are major developmental challenges.

4. Rural entrepreneurial resources

In some cases, SME owners/managers don't have the skills and capabilities required for business start-ups and operations, and with rural enterprises characterized by many difficult factors, such as limited resources, their small sizes and scattered and remote locations. Also the transaction costs for rural activities are high, which is largely the result of the time required to ensure that business standards are met. Rural enterprises face risks that range from managing the power imbalances, they experience compared to larger businesses, to buyers that can influence terms, conditions and standard requirements for making sales. In this sense, rural enterprises have limited access to current market information, mainly due to weak transport and communication infrastructures, specifically in rural environments, which makes it extremely difficult for such enterprises to participate in high-value markets.

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5. <u>Institutional challenges to rural entrepreneurship</u>

The unleashing of entrepreneurship requires an environment that enables entrepreneurs to create, operate, manage and, if necessary, close businesses, within a context where compliance with the rule of law governing disclosure, licensing and registration procedures and the protection of physical and intellectual property are guaranteed. The existing regulatory environment should encourage people to launch their own businesses, attempt new business ideas and to take calculated risks, while keeping administrative burdens to the minimum required to support sustainable public policy and development objectives.

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9. Digital in 10 steps

1. Promote the value of food as a means to maintain traditional cooking and culture, and to connect people
2. Drive open innovation processes that involve the user from the beginning as well as multidisciplinary approaches that address the needs of both current and future generations
3. Use technology to encourage and train the local stakeholders involved in food and tourism sector
4. Make the visitors/consumers the center of the strategy
5. Rely on stakeholders
6. Create a network for sustainable trade
7. Use data
8. Use the latest technologies
9. Design a digital and sustainable business model through transparent and fair practices, and balancing tech-driven tools with delightful customer experiences
10. Stay open to new things

Conclusions

The digitalization of the economy brings the development of new business models and new forms of social and business organization. The companies and inhabitants in rural areas must be prepared to be able to reap the benefits of the opportunities provided by digitalization, in order to enable inclusive development and an improvement in the inhabitants' quality of life.

The implementation of technology in the cultural heritage sphere can reinforce visitor experiences, enhancing both memories and a sense of belonging. The enhanced memory of one's heritage visit may contribute to an increased awareness of the past and translate into the desire to interact with

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heritage in sustainable ways. Thus, it is crucial to consider the growing role that technology plays in the cultural sector, especially as technology is recognized as one of the essential components of the cultural experience.

In recent years, innovative and fascinating technological applications within the cultural heritage sector have emerged. This phenomenon has determined a rapid and substantial change in the practices of utilization, supply, and conservation of cultural heritage present a twofold classification of macro-categories of technology that can be observed within the cultural sector: online technologies that focus on website use and mobile applications, and on-site technologies, such as guided tours and devices that enhance the visit (e.g. audio guides, GPS locators and mobile apps). Many of these technologies have enriched the experience and made information more accessible to different visitor segments. Through new communication technologies, additional information can be shared with visitors, thereby becoming a focal point of added value to the heritage experience.

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CASE STUDIES

1. Hoinari Coolinari – Gastronomic Blog and Hub

Hoinari Coolinari is a project, launched in 2019, with the aim of creating a strong community around local food and the desire to share personal gastronomic experiences to gourmets passionate about this type of food, through an online platform.

The project was launched by a young couple, passionate about local gastronomy. The two travel and discover new communities, test local products and recipes, which they then promote through the online platform they manage.

They create stories around each culinary experience, write about everything that inspires them and share with their followers the experiences that they identify with!

The target group of the platform are all those who appreciate what is local, authentic, fresh, healthy, aromatic and full of delicious stories.

The online platform is not only a culinary blog through which content and gastronomic stories are created, but it is also a hub for the promotion of producers. The platform has a wide range of partners that it promotes and assists with online advertising, thus creating a real community around gastronomy.

https://culinarativ.ro/

https://www.facebook.com/Culinarativ

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Hoinari Coolinari

2. LaLena – Retete Culinare – Mobile App

LaLena – Retete Culinare (EN: LaLena - Culinary recipes) is a mobile application that offers over 1000 culinary recipes. The application is launched by a culinary blogger from Romania.

Elena Butuc (LaLena) is a romanian culinary blogger, who posts various recipes prepared by her and presents them step by step both through social media channels and through her personal website. By now she has more than 300,000 followers.

An innovation that LaLena has recently tackled is the launch of a mobile application with culinary recipes.

The application give access to over 1000 culinary recipes from all categories and for all tastes, recipes with meat, raw vegan recipes. cake recipes, as well as soups. The recipes are grouped by the most popular ingredients: chicken, pork, fish, mushrooms, etc. The recipes are at an average level and can be cooked in the kitchen using only basic utensils and ingredients.

All recipes have detailed step-by-step descriptions with pictures, and many of them also have videos.

The features that LaLena application offer are: easily navigate through the categories, find recipes by keywords and ingredients, save a favorite list of recipes. Also, when pressing"Start cooking", the application will guide the user, step by step, through the entire recipe.

All the recipes are also available on the lalena.ro website.

https://www.lalena.ro/

https://www.facebook.com/lalena.ro/

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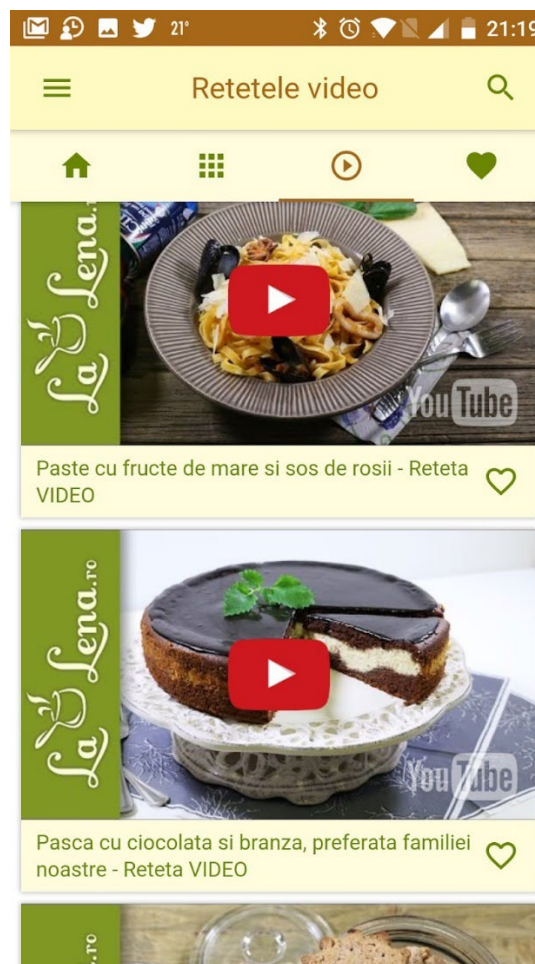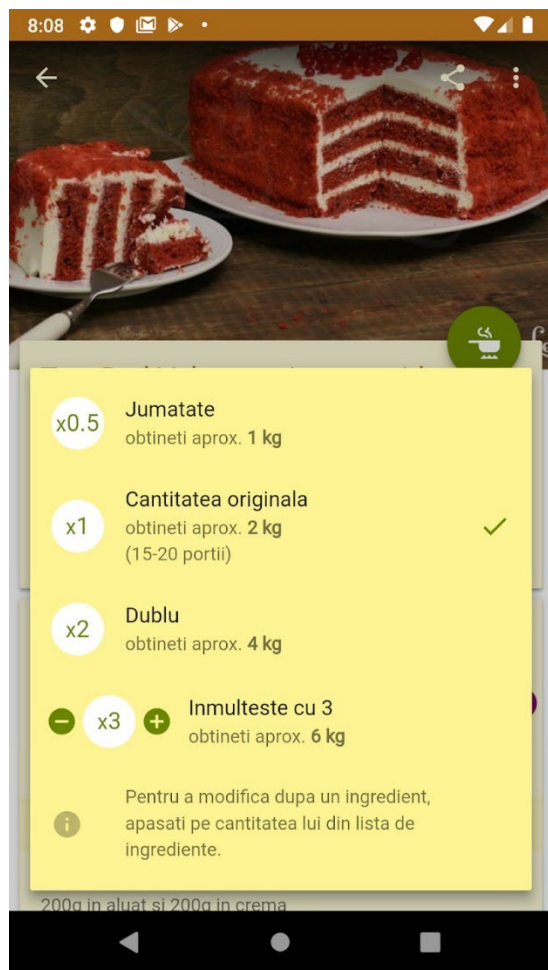
3. Jamilla Cuisine – Culinary vlogger

JamilaCuisine is an online culinary show founded in 2012. It is currently the most visited in the culinary category and on YouTube JamilaCuisine is watched by over 1.5 million subscribers.

JamilaCuisine is the biggest and most loved culinary channel in Romania. The initiators Geanina Staicu Avram and her husband were the pioneers of video recipes in Romania. They managed to produce video content at a time when no one was making recipes in this way.

Even though it all started as a game, today Jamila enjoys a real job and at the same time a passion that she never seems to get bored of. At first she thought she would make the videos to share with friends and relatives, but as she posted the videos online, more and more people followed her, asking about new recipes.

This is how Jamila came to be known and followed by millions of Romanians everywhere for her famous recipes. She has over 1.5 million subscribers on his YouTube channel. In addition to this channel, the food blogger also has a website where she posts her recipes also in the form of videos, so that followers can better understand the ingredients of the recipes and the way of preparation.

In addition to this, Jamila has also written a set of two cookbooks called 'Jamila Cuisine. The best recipes". The first volume came out in 2016, and the second in 2017. Both cookbooks contain more than 50 culinary recipes, explained step by step and illustrated by means of photographs, for people who want a touch of inspiration or are simply passionate about the kitchen .

https://jamilacuisine.ro/

https://www.facebook.com/JamilaCuisine

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4. Roade si Merinde – Food Hub

„Rode si Merinde" is a food hub that distributes local peasant products with natural and real ingredients from small peasant farms in Iași County and neighboring counties - supporting a healthy, vibrant system of consumption of local meals. The mission is to stimulate the community around the city of Iași and the North-East region and to build a sustainable and fair regional food system.

"Roade și Merinde" brings together more than 50 food producers from the counties of Iași, Botoşani, Neamţ, Bacău, Suceava and Vaslui, with the aim of supporting producers from the region of Moldova and encouraging consumers to choose Romanian products instead of imported products.

The story of this initiative began 5 years ago, when the owner set out to provide his children with the healthiest possible diet. In the first phase, he turned to the crops produced in his in-laws' household. Since the quantities harvested were much more than the family's daily needs, he found an innovative way to utilize them. He started distributing the products to friends and relatives; thus a successful new entrepreneurial idea was born.

Along with the main objective of providing products that ensure a healthy diet, "Roade and Merinde" also offers: visits to the farms of the producers who deliver the food and advises the producers to succeed in promoting and authorizing their products. The products are available online and can be bought through their online store.

The ability of the entrepreneur to create a network of local farmers to promote local products represents a real lesson: success is not achieved individually, but is the result of teamwork, by involving and supporting other actors with the same vision.

In a short time, the network of buyers reached several hundred families, and in order to respond to their requests, the entrepreneur started collaborations with other local suppliers to develop his network of producers. https://roadesimerinde.ro/

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5. Aprozarul Virtual – Online Grocery – E-commerce platform

Aprozarul Virtual (Online Grocery) is an online platform that aims to promote the offer of local producers and their products, clean, fresh and 100% Romanian. The idea started in Ciugud, the commune in Romania that initiated the "Smart Village" concept, and expanded nationally to support Romanian producers.

„We believe that, in these difficult times, we must also think, more than ever, about the small producer in the village, who ensures his daily living from the products obtained with sweat and a lot of work. These dignified and hard-working people do not cry for help, they do not complain, but continue to work, with sunburned faces and furrowed hands, hoping that we, the consumers, will choose to put their products on the table, every Romanian product bought means a drop of hope for the farmer or producer in the country, it means a chance for authentic Romanian agriculture and it means a future for the Romanian village." says the initiator of the platform.

The online platform was created to facilitate the interaction between the customer and the small Romanian producer and to promote Romanian products. The small producers are those who truly appreciate the richness that the work of the field offers, and who deserve an e-commerce platform.

The virtual store was born out of appreciation for them, the wonderful people of the Romanian village,

„Aprozarul Virtual" is available free of charge to producers to sell their products. Manufacturers can place bids and update inventory, and buyers can choose their desired products.

Each producer, from any corner of the country, can register for free in the online platform and have his own virtual store where he will be able to add photos of products, complete offers or continuously update the stock of goods.

Also, each community or local administration in Romania can have its own virtual market, where small producers can promote their goods and interact with customers.

In turn, buyers have multiple possibilities to choose the products they want, but also the possibility to find the producers closest to the area where they live. The buyer can also leave messages with appreciations regarding the purchased products and to recommend these products to his friends or acquaintances.

https://www.aprozarulvirtual.ro/despre-aprozarul-virtual

https://www.facebook.com/aprozarulvirtual.ro/

6. Gift Spelt (Dar Limetz) - Community Farming and a Nature School

The name of the initiative is inspired by Master Peter Dunov, who teaches that wheat/spelt should not be bought and sold, it is a sacred food.

Through this initiative, the founders are trying to set an example of how bread and wheat can be shared freely and thus be much more precious to everyone. Gift Spelt is an idea that the founders strive to implement and share with inspiration and great joy. They believe that its knowledge and wide dissemination will bring much valuable benefit to everyone. Spelt is one of the most pure, healing and sacred foods. It is important that more people can afford to eat or grow spelt in order to have good health according to the founders of the initiative. That's why they started in 2012 to grow this ancient sort of spelt and donate it.

In spring many Bulgarians are fasting, eating only spelt, apples, honey and walnuts for 10 days. That's when Gift Spelt sends thousands of people free bags of spelt to heal and renew their bodies. The other time for more mass sharing of Gift Spelt is for sowing in the fall, when they donate the seeds so that more and more people can grow the grain and have it come back to life.

The spelt they grow is not for sale. It is hand sewn to a high ideal in the different regions of Rila, Rhodope, Pirin, Old Mountain, Vitosha etc. Some of it is harvested class by class, with the bare hands of volunteers and its properties are highly medicinal. They sow it with songs, prayers, bright thoughts and intentions - every grain becomes precious. First Spelt is grown so that as many people as possible may receive at least a little with which to purify and heal, or to be given seeds to grow, so that the ancient grain may spread and the good work may multiply.

How does Gift Spelt multiply?

First, the team looks for a large field (tens, hundreds or thousands of acres) in a convenient location around the country that can be made available to them as profitably as possible. Anyone wishing to grow their own spelt is then welcomed to join that field, and each person bears the cost of cultivating the piece of land they wish to sow. The founders donate the seed, the idea being that

the person then donates at least 50% of their harvest so that the good work can continue and other people can receive seeds for free and start growing their own spelt.

In this way, one not only saves on the cost of cultivating the land and the spelt, but also does not have to make a large initial investment to purchase the seed. Also, if one does not have experience in growing spelt, this is a good way to acquire one by working together with co-workers.

An example of collective cultivation is the large 800-acre field near Plovdiv (Tsaratsovo village) that Gift Spelt sowed in 2013. About 200 people came together to grow spelt.

The initiative has not been supported by any European projects, grants or organizations. Everything invested so far has come from personal funds and the support of volunteers and donors.

The spelt they produce has never been bought and sold, and this is the basis of the initiative and the founders hope it will always remain so.

Gift Spelt is part of a bigger project, called Nature School "Gratitude", located in the Vitosha mountain at 1130 m altitude. It was created with inspiration and is still under construction, which everyone can participate in by following the volunteer events on their profile.

Their dream is for the Nature School "Gratitude" to be a free cultural center for children and adults, to house a variety of activities, such as natural and nature-based ways of working and living-alternative building, organic farming, working with clay, cleaning natural places of waste, carpentry classes, etc. They also believe that the Nature School "Gratitude" will be home to many community events, such as lectures, workshops, concerts, theater productions, spiritual practices and therapies, healthy food preparation, various group activities, classes and camps with children.

https://darlimec.com/

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7. Balkan Bites - get a taste of Bulgaria

Balkan Bites is an attempt at providing travelers to Sofia with the first free daily food tour in Europe and maybe the world. The idea is to take a tour of some of the more interesting and trendy family-owned restaurants that Sofia has to offer and enjoy some traditional Bulgarian cuisine, while hearing about some of the history and customs that helped make them become staple foods in Bulgaria, by trained guides.

The tour itself is a walking tour that starts at 2 pm every day of the week, at Park Crystal in front of the big head statue of Stefan Stambolov. Although reservations are not needed on the weekend, they do guarantee the tourist a spot on the tour. During the week the team only runs the tours with reservations! The duration is about 2 hours and the food that is presented to the participants is free of charge.

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Interested in Bulgarian Cuisine but don't have the opportunity to make it out to our daily free tour? Balkan Bites offers private food tours, so one can learn why Bulgarians are so passionate about their food. During this approx. 3h food tour you will learn how the food on the Balkans evolved to become what it is nowadays. The guide leads the tourist between the restaurants through some of the less touristy streets of central Sofia where one will learn about most off the beaten path highlights of the city from street art through poems to a modern times living Saint.

Balkan Bites offers also: Wine Tasting Tour, Communist Trabi tour, Sofia graffiti tour, Bulgarian rose tour, and market tour. Here is a description of their market tour:

Dive into the market scene

"We hope to share yet another side of the City that until now has received far too little attention with respect to its significance in Sofia. Our route starts from Crystal garden(park) in front of the statue of Stefan Stambolov, where we will begin walking through three different markets, learning about the history and present day appeal, stopping along the way at carefully chosen locations to sample dishes that represent our culture! You will have the pleasure to try dishes that have made our cuisine so delicious and feel the authentic atmosphere of old and modern Sofia. Immerse yourself into this unique Historical Market food tour in Sofia and live up the experience of learning while eating! When? Whenever it suits you

Where? The Guide can pick you up from your accommodation (within city center)

Duration: approx. 3 hours

Included: English speaking personal guide, all meals (serves as replacement for lunch/dinner)

Balkan Bites is a great example of restaurants, winery shops and tour guide collaboration. Additionally, the wide variety of tours and the possibility to book a private one attract the tourist's attention.

https://balkanbitesfoodtours.com/

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8. Farmhopping - global marketplace for sustainable farms

Farmhopping is the startup project of three friends on a quest to support sustainable farming on a global level. In return for the support that the farmers receive, they give back fresh and healthy goodies from their farms.

Farmhopping supports local farms from around the world and clients to get farm fresh goodies in return.

Farmhopping mission is to help sustainable farming develop and at the same time offer urban people a more natural and sustainable lifestyle.

Farmhopping is a for-profit company founded in Sofia, Bulgaria, and it has just put roots down in London, United Kingdom. Besides taking care of all the orders the company fulfills, the team spends their time improving the functionalities of the website, and adding new features.

On their platform, farmers have their own marketplace, where they set the prices and decide upon the product offerings themselves.

Who can participate?

Farmhopping is an online platform and resource for sustainable farmers and producers. They are not involved in the development of the products or farms themselves. Anyone can launch a profile on Farmhopping, as long as their methods of production and produce meet the guidelines of the platform.

Each profile is independently created and run by the farms. The farms one sees on farmhopping have complete control over their profiles and full responsibility for their content. Farmers take care of all the purchase details from start to finish, including the packages they offer and the prices they set.

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Creating a profile on Farmhopping is free for farmers and users alike. If a product is sold successfully, the platform takes a 15% fee on each transaction.

Buying from a farmer directly is different from buying items at the supermarket or the local shop. Some products take time to be produced, which is, in many cases, longer than anticipated. Crops are dependent on the weather and the whims of our environment. And, sometimes, the taste of the product differs between purchases because all of the items are handmade. This is life on a farm - full of uncertainty and delays - true and natural.

The founders wanted to create a platform where sustainable farmers, nature lovers, organic food aficionados and eco-conscious citizens from around the globe could work together sharing ideas, projects, skills and funds to promote and empower a nature-friendly farming culture and collaborative consumption.

Rossi, Mihail and Ruslan met 8 years ago. What brought them together was their passion for climbing, traveling, skiing and the mountains.

On a trip in the Bulgarian mountains, Mihail found a captivating farm called Perun. The owner, Todor, was passionate about the preservation of animals that were once traditional for these areas, but were threatened by extinction, and bred and raised breeds such as the native Karakachan sheep.

His livelihood, which involves mainly the rearing of these endangered animals, was, however, facing a problem. With serious competition from large farms which used unsustainable methods, Farm Perun was struggling to meet the ends.

Mihail decided that the least he could do was to sponsor 2 sheep from the farm with a monthly payment that secured their upkeep. In his desire to find a more sustainable and general solution to this problem, he contacted Rossi, who had just graduated Investment and Risk Management in London and was getting ready to start her career in the field of investment banking.

Rossi agreed to help right away, and this decision marked the end of her corporate career plans - a decision she never regretted.

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Rossi and Misho tried to create a working scheme, with which they could help more and more farmers solve their shared problems. Ruslan added to the team his artistic talents.

Farmhopping is an example how to support farmers while offering also:

- Experience sustainability;
- Get unique handmade products;
- Find fresh food free of additives and pesticides;
- Visit the farm and immerse oneself into the world of traditional farming;
- Provide sustainable farming with a future;

By becoming part of our platform one support the livelihood of sustainable farmers all around the world

When one buys food through Farmhopping, one directly supports sustainable agriculture and helps small farms to exist in the world.

Farmhopping offers real high quality products from 200+ small farms and local producers. Customers can select a convenient time to receive their order to their home or office address, as well as to receive their order and enjoy fresh local food hassle for free.

Last, but not least, the team answers questions from users and farmers, look for new farms and buyer groups, and provides additional support through their network of mentors.

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https://farmhopping.com/en
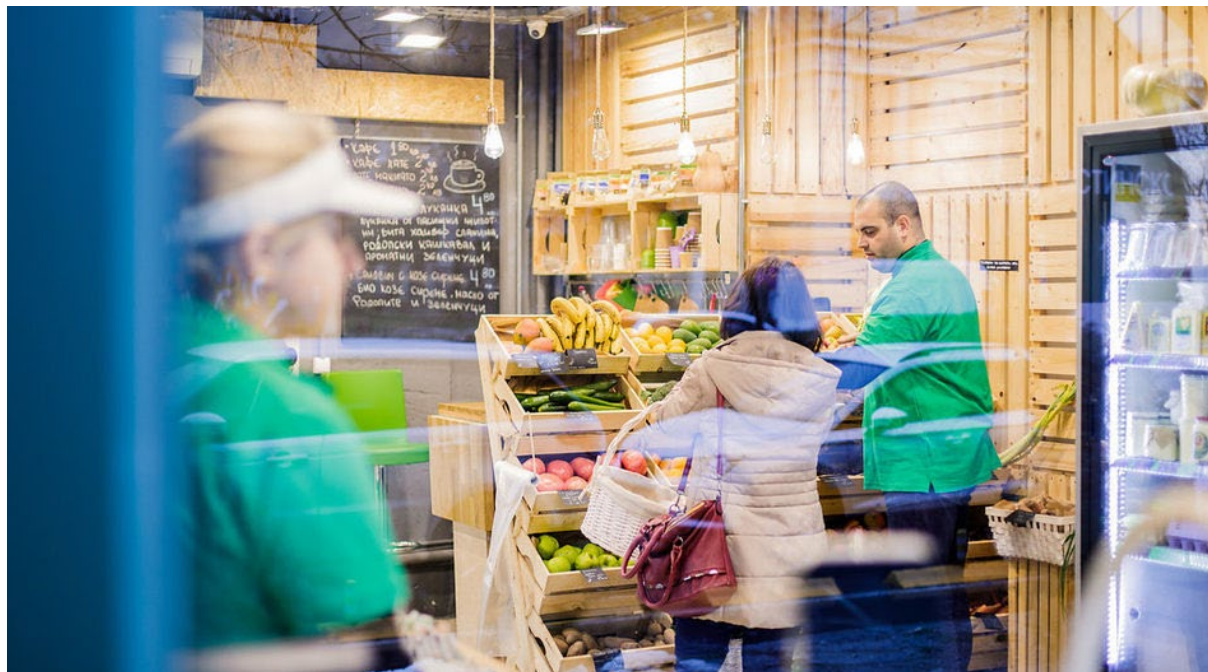
9. Chilli Hills - Seed to Bottle Hot Sauce

Chilli Hills was launched as a brand in early 2014 and has since operated as a boutique farm growing rare chillies from around the world. Within hours of picking them, they are processed and preserved in the form of hot sauces, pastes, marinades and many other diverse products.

The main goal of Chilli Hills is to contribute to the development of spice culture in Bulgaria while also putting Bulgarian chilli culture on the world map. Their mission is to re-popularise the forgotten domestic 'Bulgarian Carrot' chilli pepper!

Their 'Balkan Hot Sauce' range represents the first craft hot sauce in Bulgaria, and includes what is officially the hottest product in the country.

The founders are Alex and Boryana and after many years they spent traveling all over the world, the family decided to return to Bulgaria and live in nature. They found their dream home in the

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village of Kokalyane, at the foot of Vitosha Mountain and it there that their love affair with farming and outdoor living began. Alex and Boryana started growing fruit, vegetables and their greatest love - chilli peppers!

The main objective of Chilli Hills is to contribute to the development of the chilli culture in Bulgaria and also provide a homegrown quality chilli product to the global chilli market.

Today Chilli Hills has four standalone stores in Sofia, Varna, Burgas and Plovdiv, is available in 500 supermarkets, restaurants and delicatessens throughout Bulgaria and exported to 13 different countries.

With close attention to product quality and having established their own boutique style, Chilli Hills has become a quality hallmark and leads the hot produce market in Bulgaria.

Chilli Hills has won numerous gold medals and awards at international food and beverage exhibitions. In 2019 the company partnered in their first international outlet in Vilnius, Lithuania.

Chilli Hills is the first official farm for hot peppers in Bulgaria.

Their bottling factory is located on the outskirts of Sofia. It is fully licensed for processing and preserving fruit and vegetables. This is where the magic happens!

Due to the growing demand for their products, in the summer of 2017 the family farm expanded its activities and began cultivation of hot peppers on a second site in the fertile central plains of Bulgaria. 70 types of peppers from all over the world are grown on 20 acres of outdoor area and 10 acres of greenhouses.

Their laboratory is located on the farm and functions as the base for product development and testing. Their state-of-the-art grow box system allows them to start the plants early with perfect control over temperature, light and humidity.

All products of the brand are 100% natural, without conservatives, colours or thickeners.

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'Seed to bottle' is the brand's mantra, meaning they control the entire production cycle from planting over 50 types of hot peppers to growing, processing, packaging and marketing. They currently have in excess of 40 product lines and collaborations with other craft food producers, such as craft chilli beer, hot brandy, hot gourmet salt, hot olive oil and many others, including of course the hottest peppers in the world.

Additionally, they are offering a production workshop - it is located on the outskirts of Sofia. Fully equipped and licensed for processing fruits and vegetables. This is where the magic happens!

Their 'Balkan Hot Sauce' range became the first Bulgarian craft chilli sauce and includes the hottest product in the country.

Thus, Chilli Hills has a very content on their webpage and social media as well - attractive videos, interesting facts about chillies, as well as recipes. They've been featured on many tv shows and popular magazines in Bulgaria.

Last, but not least, Cilli Hills is offering "start your own brand opportunity": this service includes the complete development of a hot product according to the client's requests.

https://chilli-hills.com/en/home-en/

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10. Hot Farm - family business

Hot farm grows around 150 varieties of chilli peppers. They close the whole cycle of production - from planting, picking the fruit, to the finished product, and all by hand. They believe that it takes love and dedication to grow each and every plant, just like chili peppers. The company continues to evolve, creating new innovative and healthy products. They insist on creativity, taste, originality and absolute and unprecedented quality.

Their logo shows a squeezed pepper, symbolically denoting the most distinctive feature of their products - they all contain natural fresh chilli pepper, directly from the farm with no spices, no vegetables, no colouring. They use only the best quality peppers for their production, and the quality control of the products is entirely manual, starting from the selection of the seeds, through the selection of the healthiest, ripest peppers to the pricing of every drop of sauce. Additionally, Hot Farm separates the skins, zips and seeds. Processing each pepper makes the finished product stomach-friendly and suitable even for people with gastritis, ulcers and other stomach problems. Hot Farm have created products in which they have replaced the sugar with apple juice. This allows them to state that chilli is healthy!

The founders are the Rodinov family - Hristo, Darina, Elena, Slavena and Stoyan. Their farm is located 15 km away from Bulgaria sea capital - Varna, in the village of Strashimirovo, a few minutes from the remarkable Pobiti Kamani. There, the climate and soil are splendid, which is of great importance for growing the plants. The family has 10 acres of land and greenhouses where they care for and grow the exotic plants, as well as their own facility made to all standards and technologies for the best quality and traceability.

Hot Farm is unique because:

- Only there one can get a glimpse into the world of chillies with a visit to the farm. To make a visit a true experience in 2021 Hot Farm created a Hot Tasting Room that perfectly complements the Spicy Tour.

- They create products with natural hotness without the addition of artificial capsaicin. Hot Farm uses only natural and fresh peppers directly from their gardens.
- 100% Quality of the products - no GMOs, artificial colors or enhancers.
- Only in their portfolio one can find chillies without added sugar, which are suitable for diabetics.
- Caution in every drop - their products enable people with sensitive stomachs to consume hot products in peace. Hot Farm uses an innovative technology to remove every seed and husk and protect the body.
- No waste - Closed loop production allows them to have no waste. Whatever is left over from the production of the products is used for peat.

One can find a free handbook on growing exotic hot peppers on their webpage.

Last, but not least, they host a "Spicy show" online, in which their guests are presented with the challenge of eating 10 wings, each successive wing being significantly spicier than the last, as they chat about interesting topics while snacking.

https://hotfarm.eu/

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11. Quinta da Lage Farm, Portugal

A Quinta da Lage is a regenerative eco farm based in the coastal natural park in South Western Alentejo, Portugal. The project is all about restoring the land using different regenerative agriculture and permaculture methods like water catchments and keyline design, planned holistic grazing with animals, agroforestry, soil restoration and no-till gardening.

A Quinta da Lage is innovative as it aims to create hope for future generations, to show what practical possibilities are out there in terms of reversing soil erosion and implementing land restoration, eco-construction, passion-based learning, local food security and more.

https://www.aquinta.org/

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12. Pastel de nata workshop in Malveira, Portugal

Pastelaria Batalha has adapted its popular custard tart workshops to the current times.

There you can make custard tarts with the chef of an award-winning family business is the suggestion of Pastelaria Batalha, to enjoy the time at home. After having hosted workshops for tourists in its shop in Chiado, the pastry shop now unveils its secrets to the Portuguese, in online classes, guided by Chef João Batalha.

In the class, given by the Zoom app, participants learn how to make the sweet in its entirety, with simple ingredients, including the puff pastry. "The idea is to watch, learn and interact, as well as to ask questions. At the end of the online class, students will receive the detailed recipe by email, and will also have email support to answer questions", reads a statement.

The Pastelaria Batalha is innovative as unlike other Pastel de Nata classes in town, they show you how to make pastry like the professionals. Then you will make the custard from scratch and bake it all inside a professional oven. All participants make at least 3 pastries by hand - spreading the dough with a specific Pastel de Nata technique, filling the cream, etc.

https://pastelariabatalha.com/

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13. Nü Coworking Criativo, Portugal

At Nü, you can create your own Porto souvenir, learn pottery and enjoy a very creative and relaxing morning or afternoon. You can make a piece of modelled and hand-painted clay, which you can take home four days later (as it needs to be baked) or ship home. You can choose the type of clay, technique, object, shapes and colours.

The idea was so successful that, besides the classes, a network of creative people was formed where what counts is the will to create and exchange experiences. Today at NÜ, various workshops and individual classes are offered. If you want to take a break from your busy day-to-day routine or even discover hidden skills, NÜ is the right place!

https://nu-coworking-criativo.business.site/

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14. The Pedras Salgadas spa & nature park

The Pedras Salgadas spa & nature park, is a 4-star tourist resort located in the north of Portugal at an altitude of 580 metres, in the heart of the Pedras Salgadas Park, which belongs to the municipality of Vila Pouca de Aguiar, between Vila Real and Chaves.

One hour and ten minutes by car from the city of Porto, Pedras Salgadas Park boasts an area of 20 hectares, with eight kilometres of paths that lead to the discovery of its intricacies. Here all the energy emanated by nature remains intact.

In fact, Pedras Salgadas was a holiday destination for royalty. Today, this delightful spa town has become a fashionable destination. The power of the water and the natural beauty of the park combine to attract tourists, who come from all over the world.

Located in the heart of the Park, blending in with the natural environment, stand the Eco Houses, the ideal option for your stay. The work of the architect Luís Rebelo Andrade is modern in both its composition and its interior decoration. Inside the Eco Houses, cutting edge technology and a fully equipped kitchenette can be found, and outside, a spacious deck.

https://www.pedrassalgadaspark.com/en/

15. Paradinha Village Hotels, Arouca Portugal

At Paradinha Village there is 11 houses, fully involved in the nature of the village of Paradinha. All of them have a private and exclusive view to the Paiva River.

In each house you will find simplicity and sophistication. Simplicity in the minimalism of the architecture and interior environment. Sophistication in the design and comfort, present in the equipment and decoration of our spaces which 100% Portuguese brands of great quality for a full experience with SYNTONY.

The concept of this development is different from a hotel, with individual rooms. We have modular houses that end up giving more privacy, something that has been sought after since the pandemic. We took on this challenge in the middle of nature, a project that was done more with passion than reason", he reveals.

https://www.syntonyhotels.com/

16. Cooking Piemonte

In the country house where the owner lives, amidst the greenery and the love of her animals, the doors are always open for those who decide to take a cooking class by experiencing hands in the doughs, dabbling in being a cook for a day. An experience full of flavors, colors, emotions and a lot of joy. Because cooking is kneading, peeling, cutting, blending, cooking, chopping but also laughing, joking, relaxing and sharing. How many things can be done in a kitchen! If you then wash it all down with a good Piedmontese wine, between laughs, then it really becomes an unforgettable moment....

This is the spirit behind cooking classes: unique moments spent learning with joy.

A return to the simple things where it doesn't matter if you already know how to cook or if you have never fried an egg in a pan. This is not Masterchef or even Cordon Bleu. This is a type of

open house for anyone who wants to learn about the traditions of Piedmontese Cuisine and have a true and genuine experience for a day.

If you want to learn how to prepare a meal according to the tradition of Piedmontese Cuisine, know the small but very important secrets that grandmother and mother gave Raffaella (the owner), know which wines to accompany the dishes, her Piedmontese cooking classes are what you are looking for.

Each course is structured like a gathering of friends, where everyone contributes to preparing the different courses, experiencing all the different stages of preparation. And like all gatherings among friends, the meeting ends by enjoying the dishes that will have been prepared amidst pleasant chats, talks, stories and, almost always, laughter.

The location of the cooking school is its very own home. A renovated old farmhouse, surrounded by greenery at the foot of the Langhe hills, where 4 dogs, 1 horse, 1 pony, 3 cats, 2 chickens, the frogs in the pond, and any other small being in need that shows up at the door live blissfully.

Each cooking class takes place in the large, bright kitchen of her farmhouse, a little bit country style, a little bit modern. The large central island offers up to a maximum of 10 workstations, complete with all the equipment needed to prepare the dishes.

During Cooking Piedmont's cooking classes, the atmosphere is decidedly relaxed people comment on the different steps, taste ingredients, joke around, and most of all have fun.

A course lasts an average of 3 hours, including a coffee break and tasting of all dishes with wine tasting.

For groups, it is possible to have lunch or dinner at the end of the course tasting the dishes prepared around a nice convivial table and good wine chosen from our wine list, all strictly Piedmontese.

www.cookingpiemonte.com

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17. Jul's Kitchen - Stories and Recipes from Tuscany

Giulia and Tommaso, the owners, have a kitchen in the Tuscan countryside overlooking a farmyard, with a vegetable garden, a few fruit trees and pots overflowing with herbs. Here they cook their dishes inspired by Tuscan and Italian cuisine, with fresh seasonal ingredients. These recipes, carefully cooked, tested, photographed and written, converge here on the blog along with tales of daily life, stories of ingredients and producers, and tourist itineraries to discover Tuscany's lesser-known paths.

Juls' Kitchen was born in 2009 to inspire you to cook simple dishes where the quality and freshness of ingredients shine. They want to show you how good, honest, seasonal food is accessible to everyone. Each recipe is like a magic formula; it will help you recreate an authentic Tuscan atmosphere in your kitchen, made of aromatic herbs, the sizzle of a soffritto in olive oil, or the smell of silly bread.

The ingredients in the recipes are simple and seasonal. Giulia and Tommaso shop at the market, buying fresh fruits and vegetables, from the butcher down the street, from local producers, and at the village supermarket. Just like you, they are normal people, trying to optimize time and commitments.

There is nothing that gives them more satisfaction than knowing that you liked one of their recipes, that it has become part of your family routine. After all, Tuscan food is at its best when it is shared. Since Giulia and Tommaso have been working and living together here in the countryside, they decided to restore an old place that has seen so much life and history go by over the years to create the Juls' Kitchen Studio, a multifaceted space where they work daily on Juls' Kitchen: here they cook, write, take photographs, shoot video recipes.

It is here that they host Tuscan cooking workshops, short courses in food writing and food photography, and, twice a year, the Three Acres Creative Gathering. The Juls' Kitchen studio is a gathering place where the virtual mixes with the real, and it all happens around a set table.

Every year they host the Fettunta party in their backyard among the olive trees. It is a great way to meet friends and food lovers and party together.

If you want to have a unique experience designed specifically to suit your tastes and needs, you can choose one of their on-demand Tuscan cooking classes. You will be able to create a complete menu together with them, from appetizer to dessert. If you choose the experience with a market visit, you will also have the opportunity to do the shopping together.

The course takes place at their Studio, located in a traditional country house in the Tuscan hills between Siena and Florence.

At the moment, the cooking classes are held only in English so that they are able to meet (almost) all requests.

A market visit is a shortcut to discovering a country's culture and food traditions.

In the early morning, the participants with Giulia and Tommaso will meet for an Italian breakfast at a local café: we will get to know each other by chatting over a selection of pastries and enjoying a cappuccino, espresso, or macchiato.

Then, you will have the opportunity to shop together at the local fruit and vegetable market and also visit the local butcher. In this way, participants can design the menu together, choosing the freshest local ingredients. They will learn how to choose and use the best seasonal produce.

After the market, they will head to their country cooking studio, where they can cook a seasonal Tuscan feast together, working on a traditional menu from appetizers to desserts. The course will conclude with lunch, which will be held in the olive garden or in the studio depending on the weather. https://it.julskitchen.com/

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18. Borgo I Vicelli Relais Florence - Borgo I Vicelli Relais Firenze

Borgo I Vicelli Relais Florence is a resort in Tuscany where dreams take shape and people rediscover a rejuvenating contact with authentic nature.

Just out of Florence, the guest skirts hills with olive groves as far as Bagno a Ripoli and enters a typical Tuscan setting and discovers a country chic location where Chianti has set its original seal. Thus one arrives at the sight of this enchanting borgo diffuso, a charming agritourism and relais composed of a 19th-century villa, an old oil mill, a barn and some cottages. A wellness resort with a swimming pool and spa, the perfect place to celebrate a wedding, celebrate an anniversary and people.

All around the stone buildings unfolds a park with lawn and majestic trees, providing a theatrical backdrop to the belvedere terrace. On the lush green grass one has the opportunity to practice yoga and tai-chi classes, dedicated to those seeking a break from meditation and balance. Bordering the garden is the relais resort estate, with no less than 2,500 olive trees, thanks to which each year the owners produce a fine organic extra virgin olive oil (among the stars of the menu at the Evo Restaurant).

Going even further you can find the holm-oak forest, where you can walk immersed in silence and relaxing quiet, but also search for truffles together with the Borgo's expert (and his trained dog!).

Borgo I Vicelli Relais Florence was not always a relais in the Tuscan hills; it was originally a small village consisting of a barn, a farmhouse and an olive press. For centuries its vocation has been that of a distinctly Tuscan farm, maintained through time and renewed each year during the olive season.

With as many as 2,500 olive trees, of Moraiolo, Leccino and Frantoiano cultivars, the relais produces an organic extra virgin olive oil of the highest quality, which is also the star of the menus at the Evo Al 588 Restaurant. The milling activity was present until the 1980s (with a then state-of-the-art facility).

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The olives are hand-picked between the end of October and the end of November, and cold pressing takes place within 24 hours of harvest to ensure a fresh product free of any alteration, a pure organic olive juice, which is sold to all guests who request it. The vegetable garden and orchard, complemented by the citrus grove, also ensure a solid continuity with the centuries-old past: the products that are offered in recipes and preparations are exclusively zero kilometer and often come directly from their fields.

Borgo I Vicelli Relais Florence is much more than an agritourism in Tuscany, near Florence, it is an "all inclusive" relais capable of offering exclusive experiences, such as a wine tasting accompanied by Amedeo, sommelier of the Evo restaurant.

Here, the side closest to the agritourism dimension that the resort shows is cultivated daily, to guarantee guests a true marriage between innovative research and enhancement of Tuscan traditions. The perfect wedding between the beautiful and the good, the past and the present, in a strategic location to explore the whole region (Pisa, Lucca, Siena, Montalcino, Arezzo, even the sea and the woods of Casentino and the Maremma, all of Tuscany and Florence of course), an oasis of wellness and peace where in addition to eating and tasting zero-mile products enhanced by age-old recipes modified by touches of young creativity, you can devote yourself to regenerate the beauty of your body and relax your mind.

The owners offer professional massages and beauty treatments, tai-chi and water aerobics classes, yoga sessions on the lawn, walks along the paths surrounded by greenery, and even a personal trainer to keep you in shape.

To bring the senses to seventh heaven they also provide a tasting of organic oil, wine or honey, a way to enjoy a charming trip in absolute tranquility.

The owners also offer a friendly guide service: suggestions on how to visit all the medieval citadels of Chianti. plan a shopping tour (in downtown Florence or at the nearby The Mall Outlet) or recommend trekking or mountain biking routes, and even horseback riding, golf and tennis.

www.borgoivicelli.com

19. Cooking Class Amalfi Coast - Cooking Class in Costiera Amalfitana

The chef, Vito Piccolo, can boast more than a decade of experience in the restaurant business. His passion for cooking started in his family, thanks to his mother and uncle, Tobia, who showed him the way to become a chef.

After working in several restaurants in Europe and Italy, several of them Michelin-starred, he is now Patron Chef at the Melchiò restaurant, in the beautiful scenery of the Amalfi Coast, in Furore.

Here he decided to start another project, that of cooking classes with Italian chefs.

A place where enthusiasts and tourists can try their hand at the art of cooking, putting themselves to the test with traditional Italian and Mediterranean dishes, doing so - however - starting from the product, its authenticity and seasonality.

Therefore, for the past four years, the adventure of cooking classes, divided by packages, which go to meet the desire of those who take part in them, has been taking off.

Our chef guides guests through fish dishes, typical Neapolitan and Mediterranean dishes, pizza and traditional desserts, a way to feel close to the people and the culinary tradition of our country.

A mission, in short, apt to give the right value and importance to the fruits of a fertile land and so generous with its inhabitants: the Amalfi Coast.

Discover the secrets of Italian cuisine: try the Cooking Class on the Amalfi Coast, between Furore and Positano!

Every day except Monday, from March to October, you can take part in one of the experiences offered by our packages and join our chef, Vito Piccolo, to discover what's behind the typical Italian and Amalfi Coast cuisine and prepare the tasty dishes on the menu in a wonderful kitchen overlooking the sea!

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Not everyone has the opportunity to try their hand at Italian cuisine and products. That's why the staff of Melchiò has thought of offering this opportunity and, assisted by the chef, you will be able to understand the tricks and dynamics of preparing traditional Campania dishes that have been handed down for years, perhaps revisiting them with a touch of imagination.

The class will take place outdoors in a poetic sea-view setting. After a visit to the organic garden and a welcome prosecco, Chef Vito will join participants in the preparation of fish dishes, which can then be enjoyed while being lulled by the sea breeze and sipping a good wine.

www.cookingclassesamalficoast.com

20. Marco's Kitchen

Marco's Kitchen is located in northern Italy, in the lake district on Lake Maggiore, very close to Milan and Malpensa Airport.

Home chef services, cooking classes and cooking team building are available throughout the region, in Milan and Lake Como. Passionate about cooking, after cooking as an amateur for 35 years for family, friends and colleagues, since 2017 Marco started as a professional, his activities include cooking classes, team building, home chef and home restaurant.

Marco faithfully believes that through food, travelers can have more meaningful connections with local people and culture.

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Traditional Italian cuisine, from Northern to Southern Italy, the dishes are very different but the taste is always exceptional!

He uses only fresh seasonal, organic produce from local producers whenever possible.

Marco's Kitchen creates intimate dining experiences.

A maximum of 8 students allows for intimacy and you'll feel right at home. The cooking classes that are offered are diverse: they range from traditional cooking and pasta classes to gluten-free and vegan cooking classes.

Online cooking courses are also offered so as to give the opportunity to anyone in Italy and beyond, to be able to delve into techniques and secrets of local area cuisines.

Another interesting offer is the opportunity to give participants the opportunity to cook with their friends together with an expert like Marco.

Participants will cook in a setting surrounded by nature:

in the living room heated by the fireplace in winter, cool in the woods in summer, using organic ingredients from local producers. Together with Marco, participants can agree on the menu and he will personally buy the necessary ingredients, where possible will be organic ingredients from producers at Km. 0.

Afterwards Marco will take care of the table service, so as to leave the participants free to share with friends the dishes they have prepared for them.

https://marcoskitchen.it/

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21. Gastronomic communities" programme

It is a project managed by the Greek Gastronomy Guide website and it is about the decentralization of the national gastronomy. In this way, local tastes and recipes along with wine varieties can be individually identified in order for the local economy to be empowered. Besides emerging the gastronomic identity of each place, all professionals from each region can collaborate in order to highlight significant parameters that need a boost or support mutual connections between various regions. In this way, Gastronomic and Wine destinations are promoted all around the country and outside its borders while at the same time they create a strong network and a concrete ecosystem of relevant stakeholders.

The programme was initially based on the book "Gastronomic Communities – Gastronomic destinations" written by the journalist George Pittas and it was awarded with the Golden Prize in

the Tourism Awards 2019. The whole idea was established in a Manifesto and aims to bring extroversy, to create gastronomic portfolios, to develop training programmes, to respect the values (Locality, Quality, Collaboration, Self-commitment) and raw materials from each region and invite people from all over the world "to meet in the same table" and enjoy Greek delicacies.

The project wishes to change the mindset of restaurateurs, hoteliers and people that deal with tourists in general, to support local and national synergies, to redefine leadership and work on the support of vocational education and training. The overall idea is to create an overall experience per destination and a synapsis between culture, gastronomy and a place (which is considered to be a trend and a branding of Greek gastronomy).

The establishment of a local network that manages to be interconnected at the same time.

The promotion of local tastes and products strongly related to each touristic destination, so as to enjoy the local gastronomy without losing time.

The linkage between gastronomy and training, in order to introduce local culture and gastronomy to the existing VET curricula.

https://www.greekgastronomyguide.gr/en/gastronomikes-koinotites/

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Educational programme

From the national to the local and from the local to the national

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22. Discover the Mediterranean Cuisine course

This course is organized by the Culinary Institute of the Mediterranean and its purpose is to let participants get familiar with many popular traditional dishes and, even, create them. In particular, they can taste the Mediterranean ingredients and they can take cooking lessons in order to learn how the most popular dishes are made. The team consists of highly skilled chefs, who will guide the learners, and the programme also organizes visits to local producers so that participants can see how the recipes are produced.

The persons interested in this programme will get familiar with the Mediterranean cuisine. The highly skilled chefs will provide them an efficient guide and they will learn how to prepare the most representatives dishes by themselves. In addition, they will, also, visit local producers and they will see up close how these dishes are made; this will help them, also, have an in-depth experience with the Mediterranean cuisine.

https://www.mediterraneanculinary.com/mediterranean-cuisine/

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the European Union

23. Greek Cooking Workshop

The Greek Cooking Workshop is organized by Katerina's Kouzina which is located in Poros Island. Here, learners will get to know the Mediterranean cuisine and its cooking tricks and secrets. Katerina, the leader of this workshop, will guide the participants on the making of traditional recipes. The learners will, also, visit the local market of Poros and the olive farm of Katerina in order to harvest and collect the ingredients needed. After all these, the participants are given the opportunity to taste what they have made.

The participants are given the opportunity to learn how to cook Mediterranean dishes and prepare traditional recipes. They will also be able to participate actively in the harvest and the collection of the ingredients that they will need. Last but not least, they will visit the local market of Poros and they will get familiar with the traditional way of life.

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https://katerinaskouzina.com/greek-cooking-workshop/

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24. A 12 Day Culinary Journey through Greece (Athens - Naxos - Santorini - Crete – Athens)

This is a 12-day culinary adventure where participants are given the chance to explore the gastronomy of Greece and obtain new knowledge. The tours are food-focused, while the participants can also learn how to prepare local meals and visit some local wineries or museums. The destinations of the trip are Athens, Naxos, Santorini and Crete, places that have a long culinary history.

This is a food tour guide which means that the participants have the opportunity to get in touch with the Greek gastronomy and even learn how to prepare local meals. They will also learn the history of the Greek cuisine by visiting museums or other places, like local wineries.

https://unforgettablegreece.com/culinary-journey-greece

25. Cooking Lessons and Breakfast, Narlis Farm (Sifnos, Greece)

At Narlis' Farm, visitors will participate in the preparation of an authentic breakfast of Sifnos island by comprising local honey, homemade marmalade, cheese and eggs produced by the farm itself. Visitors will also participate in the gathering of products for the day's meals, and they will prepare lunch. At the end of the day, they will have the opportunity to choose their favorite wine and dessert.

The participants will get to know the local cuisine of Sifnos island, and they will experience by first-hand the farming procedure. They will learn the benefits of the Greek gastronomy and they will produce healthy meals throughout the day. Overall, visitors will feel as if they were locals.

https://gastronomytours.com/tour/cooking-lessons-and-breakfast-narlis-farm/

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26. Cob Village: Mini eco-friendly village unique in Romania

Located on the Buzăului Valley, about 20 km from the city of Buzău, Cob Village is a mini clay village consisting of 5 houses and a restaurant, which wants to be unique both in the country and outside of it through the construction method itself. The houses are built of cob, that mixture of loamy soil, sand, straw and water, which, carefully shaped by the human hand, can transform a normal construction into a dream place that will remind you with pleasure of your grandparents' house or transpose into a world of stories, reminding you of the wonderful world of childhood. The houses are oriented concentrically to keep you in this world, to break you from the surrounding reality, which retransposes you into everyday life. The objective of Cob Village is to show everyone that you can adapt an eco-friendly construction to everyday comfort, taking all the senses to a higher level, both through the architecture of the houses and through the healthy food we want to offer and the recreational activities in the middle nature. Although the houses look the same, they are unique because the hand of man cannot create faithful copies. Niches, bottles, jars, windshields, stones and even acacias used as pillars of resistance in the construction of buildings give uniqueness to each individual room. Cob Village offers accommodation in Berca with free Wi-Fi and views of the clay village courtyard, with cottages oriented concentrically to provide a break from the real world. Guests have at their disposal a bar, restaurant, gazebo and a wonderful view of the Buzăului Valley. Offering free private parking, this eco-friendly mini-village is located in the future „Tinutul Buzăului" Geopark, the Buzău region full of unique natural phenomena in Europe: Mud Volcanoes, Rock Settlements Colți-Aluniș-Nucu, Land of Luana. Although the location has 20 rooms, currently only 16 of them are available for accommodation. Each room has its own bathroom, with an area of 18 square meters, underfloor heating, wooden furniture built by local craftsmen. For the increased comfort of the client, the rooms were later equipped with TV, refrigerator and internet connection although the project did not provide for technology in the rooms. Cob Village is a restaurant with traditional local specifics that tries to bring back the authentic Romanian flavors and spirit through its own dishes. The eco-friendly decor, the tasty dishes prepared in the own kitchen give the place more experience and authenticity. The eco-

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friendly village is the ideal place for carrying out extracurricular activities and workshops with the little ones. Enjoying nature and fresh air, they not only have healthy meals, but can also participate in activities such as cooking workshops (preparation of products from the garden, muffins, gingerbread), wood and stone painting workshops, clay modeling workshops, gardening workshops.

This pioneering project is particularly important because the area suffers from a lack of infrastructure, tourism promotion, and a culinary brand. Prof. Nicoleta Marin, administrator of Cob Village, believes that the demand in rural tourism is greater than the offer in the Buzău area, which lately has been attacked by tourists who want to try sustainable accommodation, healthier food and avoid urban congestion or on those in hotels, with many common spaces. „There are a lot of resources that the inhabitants of rural areas can offer, but they don't know how to value them, exploit them and sell them on."

Cob Village it was built by a young teacher from Buzău, Nicoleta Marin. She has long wanted to invest in eco-technologies. Initially, she had another project in mind, but he arrived at the idea of a guesthouse in the hope of reviving Berca, a beautiful place in Buzau. And her guesthouse attracts a lot of people interested in natural houses. A lot of workshops have been and are still being held here, where volunteers and the curious can learn more about building techniques with traditional materials or about innovative systems such as green roofs. Nicoleta thinks of Cob Village Berca as a real cultural center, where events from fairs to workshops, from shows to camps, are organized for all those interested in a healthy lifestyle.

This minivillage is built on eco-friendly principles, and the houses are made of natural construction materials. In the outer walls, bottles of various colors were placed, as well as car windshields through which the light from outside enters. It was a titanic job that required a lot of financial and physical resources. The outer plaster consists of a mixture of sand, goat hair, cow dung and a little water.

The home plate, with smokes specific to the Buzăului Valley, is the calling card of the Cob Village guesthouse. Pleșcoi sausages, Buzău babic, smoked meat are indispensable in the mosaic of traditional delicacies of the area.

Facebook: https://www.facebook.com/CobVillageBerca

Website: https://cobvillage.ro/

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(Source: https://cobvillage.ro/)

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27. Military Museum - Arsenal Park

In 1936, King Carol II ordered the arrangement of an experimental space for the army, at the entrance to Orastie. During the communist regime, a munitions factory operated on this land. In 2003, its place was born an idea: A holiday oasis. In 2009, Arsenal Park opened its doors and became one of the strategic objectives in Romanian tourism. The alleys of the complex are guarded by 150 military exhibits: Cannons, tabs, tracked carriers, anti-missile devices, machine guns and anti-aircraft cannons, rocket launchers, military trucks, a military ambulance, a locomotive, AN IAR 93 aircraft, a Kamov Ka 26 helicopter.

Guests can explore an area of 88 hectares and 12 kilometers of alleys in the middle of a deciduous forest and plenty of activities to keep them trained. Adrenaline and relaxation are the happiest way to complete at Arsenal Park. Engaging activities alternate with restful sessions for body and mind.

As disciplined as waiters are, so undisciplined is the menu. The casona beans in the boiler are now outnumbered by various dishes. On the hunting style: Barbeque with baked potatoes or Transylvanian style, the famous Brad or Salasu virsli, balmos or cheese knead, traditional pies filled with cabbage, onion, meat or plums. The tour of force in the local kitchen cannot end without a drop of affinata or brandy (now allowed in the unit).

The novelty element is the transformation of a former armaments and ammunition space into a tourist park dedicated to recreation and outdoor activities. Arsenal Park is a unique concept, a military-themed tourist complex in Romania and South-Eastern Europe. It is the largest open-air military museum. From Romania. Arsenal Park is the only military-themed tourist complex in Romania and South-Eastern Europe. The complex has 3 stars on epaulets and an accommodation capacity of 230 seats in tabs, rooms with a bath, soldier rooms, officer rooms or luxurious Colonel Apartments and General Villas.

Website: https://arsenalpark.ro/

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(Source: https://www.gohunedoara.com/en/list/cazare/cazare-cu-piscina/orastie/arsenal-park/)

28. Train hotel- Carpatia Express

The hotel train is a way of transforming old pieces into tourist objects with beneficial effects for the local community and the recovery of some waste.

In addition to the authentic charm of the sleeping cars, "Carpatia Express" offers 20 sleeping compartments, equipped with everything necessary for your comfort. One compartment offers two sleeping places. In exceptional cases, for a family with a small child, a third bed can be used.only 50 meters separate the guests in the morning from the departure place of Mocăniţa toward Vaser Valley.

The restaurant car in "Carpatia Express" is also open for people who do not stay on the train.

At the head of the train is a locomotive with historical steam, built at the plants in Resita, after a German model. This valuable "piece" was completely restored and renovated at Vişeu de Sus. The train is located on the ground of the CFF station Vişeu de Sus Hotel guests can park their cars on the enclosed and guarded area of the train station.

An accommodation unit inside the train station is an old idea of CFF managers Vişeu de Sus, which appeared for several years.

This hotel train represents the absolute novelty in the hotel industry, a unique offer of accommodation in Romania.

An original way of accommodation for those who love railways or those who want to live a special experience. The gasket consists of a steam locomotive, a restaurant wagon and two sleeping wagons.

Website: https://primariaviseudesus.ro/trenul-hotel-carpatia-express/

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(Source: https://www.eco-romania.ro/alte-zone/trenul-hotel-carpatia-express/)

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29. Dacilor Farm: Accommodation and unique culinary experiences in a historical place

This rustic resort, sprinkled with tree houses and Dacian bungalows is located in Tohani village, Prahova County. The road here is called the Wine Road. On both sides, the vineyards stretch out high, leaving room for the ripe grain and the appetite for a glass of authentic Romanian wine. The Wine Road is a development project of the tourist area of Prahova. It reconstructs an ancient segment of a wine road used by the Romans to cross Europe.

The road has a length of 60 kilometers, crossing thirteen localities in Prahova. Of these, the most recognized for vineyards and wineries are Urlați, Ceptura, Călugăreasca Valley and Tohani.

The attractions for leisure training are: Paragliding, Tyrolean, Enduro, Equitation, foray into the world of animals and feeding them, guided visits to the wine cellars in the area, Chess, Remy, Table, Darts, Archery. **Tourists have the privilege of rolling some iron ribs in beer in chili pepper jam, directly on the table top carved in stone with cochiliferous inserts, extracted from the bottom of the Sarmatic Sea – dried several million years ago They also receive the official status of prominent Dacians and the right to nestle deep sleep in Dacian huts built with traditional methods and materials of old.**

The novelty element is represented by Dacian bungalows. Hikers who want to experience the living of the Dacians can stay in stone and wooden houses. The roofs and the entire construction are special. You can't help but see their beauty from afar. Located on a hill, it calls travelers with a battle cry. It is the struggle between the present and the past. Man struggles to put aside the past, not knowing that it is precisely this that gives him peace. The Dacians' Farm has become in time a fairytale place, where the past catches up with the present only to remind us, from time to time, that ancient values must be carefully preserved and passed on with pride.

Website: https://www.fermadacilor.ro/ro/

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(Source: https://www.wildventure.ro/ferma-dacilor-tohani-contact/)

30. Eco-Brunch – ecotourism destination Tara Dornelor

The tourist has the opportunity to observe how the crafts of the past come to life and how the local stories unfold. Guests everywhere will have the opportunity to spend a few quiet hours in the middle of nature, to taste a variety of dishes prepared by the local hosts, to explore the area on foot in the company of guides and to get into the mysteries of local crafts and customs (demonstration of dogging, with practical exposure of how he uses the wound to process and transform milk into curd and bear, supported by the skilled locals, Wood Sculpture Workshop, bone and horn processing. A few examples: Trout soup, trout brine, sour cream ribs, strawberries with sour cream and polenta served as authentic Bucovina dessert, steak with cottage cheese (cornballs), meat and mushrooms and vegetables, balm and teacup, cabbage pies, pickled cheese and local products pork dishes.

They will be watered with soft drinks such as mead, lemonade with natural syrups from berries and cherries.

All this, in a universe dominated by animals and royal horses. Through the exhibition for sale, the participants will be able to purchase personalized objects with the image of the eco-destination Tara Dornelor and of the main natural attractions in the village of Șaru Dornei, made by Studio Chiriluș Vatra Dornei, bee products, the brand "Bun din Bucovina", syrups/jams and cheeses from local producers.

This fair represents an event of gastronomic culture, socialization, promotion of local products. The novelty element is represented by the way of promoting and selling traditional products by small entrepreneurs, respectively the identification and registration of valuable houses on an interactive map and presented in the album traditional Houses from Bucovina. The organizers will carry out a guide for interventions and small repairs with adapted techniques for protecting traditional constructions, in tourism entrepreneurship guides and in albums with architectural projects that propose solutions for transforming and modernizing old houses, to harmoniously integrate into the existing landscape. Website: https://taradornelor.ro/

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(Source: https://taradornelor.ro/pe-cai-eco-brunch-de-vara-in-tara-dornelor/)

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31. GEOABEJAS – Traditional company of honey

Geoabejas is the fruit of the beekeeping tradition of a family dedicated to bees and honey, representing the fifth generation dedicated to this profession which we treat as an art.

We have collected as much honey as we have experience over the years, which endorses us as a beekeeping company specialising in honeys, in making this product known to the world and in demonstrating that Geoabejas honeys are a unique, original and different product.

1. Creation of a website accessible to all audiences.
2. Promotion of activities on the beekeeping farm itself.
3. Bringing the buyer closer to the process of creating honey by means of photographs and/or videos.
4. Option of adopting a beehive.
5. Option "Beekeeper for a day" where the farmer's activities are carried out.
6. Honey extraction workshops.
7. Blog on the web with recipes using their product.
8. Ease of purchase and payment gateway on the website.
9. Design accessible and adaptable to mobile devices.
10. Promotional campaign on social networks and web positioning work.

Contact: https://geoabejas.com/ - https://www.facebook.com/Geoabejas/

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32. NATURVIE – Natural olive oil

At Naturvie they produce a unique and exclusive extra virgin olive oil, their "El Hoyo" estate is located in the municipality of Oliva de Mérida, Badajoz, at the foot of the Sierra del Conde, and covers more than 500 hectares where more than 15 varieties of olive trees coexist. With these different varieties of olive trees, Naturvie creates its monovarietals Arbequina, Cornezuelo, Frantoio and the newcomers, Manzanilla Cacereña and Koroneiki. This last one of Greek origin that delights us with its properties, so rare to find in the national market and that, however, Naturvie had the opportunity to bring to its farm more than 20 years

1. Creation of a website accessible to all audiences.
2. Guided tours of the estate.
3. Personalization of the gourmet box.
4. Innovation and creation of flavours in olive oil, specifically with hints of orange and lemon respectively.
5. Recipe booklet with the use of its own product.
6. Modern packaging design.
7. Not limiting its production to olive oil only, but also creating other products such as pâté, jams, vinegars...
8. Ease of purchase and payment gateway on the web.
9. Design accessible and adaptable to mobile devices.
10. Promotional campaign on social networks and web positioning work.

https://www.naturvie.com/ - https://www.facebook.com/Naturviegourmet

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33. BALAM Agriculture – Innovation in agriculture

They shape the agriculture of tomorrow, an agriculture that combines productivity and sustainable development through a new business model. And they give you the tools you need to make your crops more productive, profitable and sustainable.

1. Technical agricultural advice.
2. Analysis of the problem.
3. Elaboration of the treatment plan.
4. Crop protection solutions.
5. Execution and control of the treatment plan.
6. Carbon agriculture.
7. Integral sustainability projects.
8. Infrastructures for biodiversity.
9. Calculation of carbon footprint in agriculture.
10. Spherical Agriculture Protocol.

Contact: https://balam.es/- https://www.facebook.com/balam.agriculture/

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34. El ajero – Company specialised in garlic

It was founded in 2003 with the enthusiasm and sacrifice of a group of farmers, who apply the knowledge and traditions acquired generation after generation. Today, it is one of the most consolidated companies in the national market, made up of a great team of people whose aim is to offer a product and service that sets it apart from the rest.

The company is technologically qualified and specialised in the production and processing of garlic and is committed commercially to increasing the number of exports in the coming seasons.

1. Innovation in the product sales channel.
2. Creation of product variants with a longer shelf life.
3. Fresh garlic in its natural state, without the use of preservatives or chemicals.
4. Sustainable production.
5. Digital catalogue.
6. Recipe booklet with our own product.
7. Constantly updated news blog.
8. Design accessible and adaptable to mobile devices.
9. Promotional campaign on social networks and web positioning work.
10. Creation of multimedia content for youtube.

https://www.coajosaceuchal.es/es/ - https://www.facebook.com/coajosaceuchal

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35. Picota del Jerte – Company of cherries from "El valle del Jerte"

Company dedicated to the sale and promotion of cherries from the Jerte Valley. The Picota del Jerte is a cherry native to the Jerte Valley, in the north of Extremadura, where it has been traditionally cultivated since the 17th century.

Jerte Picota cherries are grown among mountains over 2,000 metres high, in fertile.

1. Promotion of the product in digital media.
2. Promotion of tourism in the area to raise awareness of the product.
3. Preservation of traditional cultivation.
4. Section on the positive health benefits of cherries.
5. Online recipe book with the product itself.
6. Free downloadable colouring book on cherries for children.
7. Creation of picotherapy.
8. Section with information on sales channels.
9. Creation of a community of fans, known as picofans.
10. Programme of activities called "Cerecera" where all of them are directly or indirectly related to the cherry.

https://cerezadeljerte.org/ - https://www.facebook.com/PICOTADELJERTE

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36. Digital food—or not. Meeting the local home chefs

Eatwith can be considered to bhe "Airbnb of gastronomy tourism".

The platform mobilizes cooking skills and resources among citizens and dining capacities in their private homes. Cooking enthusiasts nourish the platform with their culinary offers, but also to a very extensive degree their capabilities in staging the food experiences.

Cooking classes, including visits to the local markets and harvesting the vegetable from the garden, are on the program.

Eatwith provides a possibility for the food providing hosts to acquire additional income, which is essential, for example, in underdeveloped regions or among categories of people experiencing underemployment.

For the tourists, Eatwith is largely promoted and recognized as a way to learn about food heritage and experience social life and authenticity in surroundings not otherwise accessible.

Eatwith is highly "instagrammable", and the promotional effect of the sharing of experiences is a most noticeable digital effect.

An example of how to facilitate access of worldwide visitors to local gastronomic experiences;

The focus on the feasible customizability of services featuring using the digital approach;

The emergence of data utilization along with mediatization, which might eventually shift relationships and/or power balances in the food sector towards consumers by using a platform;

https://www.eatwith.com/

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37. Roditor Food Market

After an experience of organizing the Mezanin Market event by building a community of about 100 local entrepreneurs, RoditorFoodMarket.ro was thought up. The platform concentrated its efforts in supporting local entrepreneurs and local products.

RoditorFoodMarket.ro wants to become a national program to promote the new wave of Romanian producers and contemporary agriculture that validates the efforts of entrepreneurs, but, even more importantly, to give courage to others to walk this path with a mission for the economy and local communities.

RoditorFoodMarket.ro is designed in several sections, and producers/entrepreneurs can register for free in several categories: fruits and vegetables, beverages (wine, craft beer, juice), grocery products (canned food, meat & sausages, honey and products from honey), dairy and cheese, sweets and bakery, accessories and decorations (table accessories, plants and flowers), all with local design.

Also, grocers and other small businesses that represent producers can register on the platform, the listing is not exclusive and is an additional point of sale and promotion for this sector

RoditorFoodMarket.ro launches as a presentation platform and online meeting place for the new wave of producers in the agri-food sector.

https://roditorfoodmarket.ro/

https://www.facebook.com/roditorfoodmarket

https://www.instagram.com/roditorfoodmarket/

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Source: https://www.facebook.com/roditorfoodmarket

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38. Amintiri gustoase – Cronicari Digitali

Cronicari Digitali is a project to promote cultural heritage.

In July 2021 Cronicari Digitali launched a special campaign, dedicated to the memory recipes from the childhood of the Millennials generation, "Tasty Memories". The first goal was to identify the foods they still miss and crave. The best of them have been selected to be cooked in a LIVE cooking workshop event, so that the best ones can then be found in a book of recipes "collected" 100% from Instagram.

During the cooking workshop, over 40 content creators cooked, under the jury's baton, a menu with the taste of childhood from the winning recipes: tomato stew with polenta chips, chicken soup with homemade noodles, bulz with confit egg yolk and aged cheese tuille, and for dessert plum dumplings and poppy seed vanilla sauce. Everything was accompanied by visual storytelling in posts, Instastories and blog material.

The innovation brought by this project is the use of recipes to promote gastronomic content with the following results:

- In 620 posts and stories, content creators digitized recipes from mothers' and grandmothers' notebooks;
- The organic reach generated by this content exceeded half a million on Instagram, in just 8 days;
- 100 of the favorite dishes managed to enter the judging phase, and 4 of the tastiest were cooked LIVE by influencers, chefs and skilled cooks in a cooking workshop;
- "Tasty Memories", a print and online cookbook with over 45 recipes handed down from mothers and grandmothers.

https://www.instagram.com/amintirigustoase/

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Source: https://www.instagram.com/amintirigustoase/

39. Bucate de prin sate

Bucatedeprinsate.ro is a gastronomy platform that focuses on documenting and promoting local and regional gastronomic folklore and supporting small producers in the area who still carry out sustainable agriculture and very small-scale production – two elements that are almost unique in Europe today. One of the essential aspects of the project is to argue that gastronomy, understood as recipes, ingredients and eating habits, can be a strong differentiator for Transylvania, as a region, and for Romania, as a country, in the current European and global landscape.

„Bucate de prin sate" aims to transform traditional food into a complete experience and focuses on five components: local taste, traditional recipes, gastronomic heritage, village stories and rural gastronomic events.

The online platform addresses the following topics:

Gastronomic heritage - documents local gastronomy as part of intangible cultural heritage.

Transylvanian recipes - gather forgotten stories, tastes and customs and it is a way to show that food is not only food but also ritual, that cooking should always be preceded by the good intention of using ingredients and promotes responsible restaurants and chefs who respect Slow principles Food: healthy, clean, fair.

Local taste- discovers the joy of eating and the respect for each mouthful given by the balance due to nature and attention to the rediscovery of simple, local ingredients.

Sustainability is a column that provides information about quality food, balance in food and how we become aware of what we eat.

Stories from villages discovers, supports, documents life in the country and the exchange of the city with the village as a permanent way of life.

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Walking through the villages promotes local gastronomy events, local recipes and products, cultural events in the countryside, local producers.

https://bucatedeprinsate.ro/

https://www.instagram.com/bucate.de.prin.sate

https://www.facebook.com/Bucatedeprinsate

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Source: https://www.facebook.com/Bucatedeprinsate

40. Localm

Localm is a platform that brings together quiet places, traditional dishes, and craftsmen who know from their estates how to work wood, when the apple is just right to pick, or how to turn the hay. The platform aims to make life easier for those who welcomed them into their homes, yards and orchards. And they wanted to make such discoveries available to others. So they started this platform as a bridge between locals and visitors: those who want to remember their childhood spent with their grandparents in the village, and offer their children story days. Those who come from afar because they want to discover places of rest, Romanian cuisine and customs. Those who want to know another Romania.

The novelty is that the platform brings together accommodation units, restaurants or local gastronomic points and a special section dedicated to customs and crafts.

Visitors can make reservations on the platform, but locals who want to become hosts can also register.

Even though it is a digital platform, localm combines an active presence in social media to promote the hosts with visits, as far as possible, to the locations. After the visit, they will display the label "Visited by Localm" on the card of the property visited. In this way, they reach 400,000 potential travelers monthly through social media, but it offers them the certainty of reliable hosts that the people from the localm team have personally met.

https://localm.ro/

https://www.facebook.com/localmRomania

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Source: https://www.facebook.com/localmRomania

41. Travlocals

Travlocals.com is a project that supports sustainable development and social innovation, participating by all possible means in the restoration and enhancement of the heritage consisting of old buildings with tourist potential.

In this way the platform can help the responsible development of many areas, decommissioned or otherwise, making local tourism an essential activity for economic sustainability.

The main purpose of Travlocals.com is to create a community interested in rural / cultural tourism and to facilitate interaction between its members. On the one hand, there are tourism service providers, and on the other hand, their consumers.

Travlocals.com has been designed from the start to be a different kind of platform. Basically, the platform is the only tourist platform on the market focused on quality, not volume.

The partners are selected following a careful analysis of the services offered and the reviews received in the online environment. Besides the quality criteria, there are also consider other requirements, one of the most important being the authenticity of the services offered.

In this way, the platform wants to bring to light the most beautiful experiences that a tourist can have in Romania.

https://www.travlocals.com/

https://www.facebook.com/travlocals

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Source:https://www.facebook.com/travlocals

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