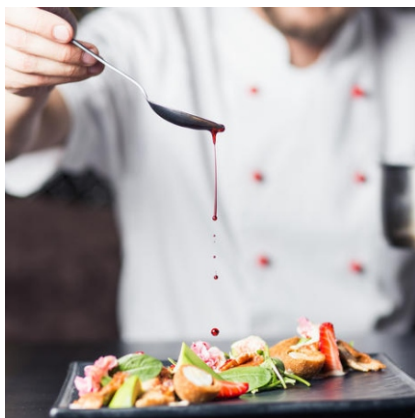




Handbook 4

From my village I can be
all over the world



FLAVOURS of EUROPE

Digitalization of Rural
Gastronomic Cultural
Heritage in Europe



Co-funded by
the European Union

FLAVOURS of EUROPE

**PR2 Training course: Digitalisation of Rural Gastronomic Cultural Heritage in
Europe**

Handbook No.4

From my village I can be all over the world

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1. MARKETING DEFINITION

Nowadays, the concept of Marketing and Advertisement is mainstream in societies, and everybody is part of an indirect or direct target of marketing in any aspect of their life, even when they are not aware of it. However, it is important to know exactly what the concept of marketing means and how to apply it successfully.

Marketing is a business function that involves identifying customer needs and desires, developing products or services that meet those needs, and promoting and selling those products or services to targeted consumers. It is the process by which companies create value for customers and build strong customer relationships in order to capture value in return (Kotler & Armstrong, 2018).

According to the American Marketing Association, marketing is defined as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2021). This definition highlights the importance of understanding customer needs and desires, as well as the broader societal context in which marketing takes place.

Marketing can be divided into various sub-disciplines, including market research, product development, advertising and promotion, sales, and customer service. Effective marketing requires a deep understanding of consumer behavior, market trends, and competitive dynamics, as well as the ability to develop and execute strategic marketing plans.

Marketing has evolved significantly over the past century, with new technologies and channels of communication enabling companies to reach customers in new and innovative ways. However, the fundamental goal of marketing remains the same: to create value for customers and build strong, long-term relationships with them.

Marketing is a complex and multi-faceted field, encompassing a wide range of activities and strategies. Some of the key components of marketing include:

Market research: This involves gathering and analyzing data about consumer preferences, behaviors, and attitudes in order to identify opportunities and inform product development and marketing strategies.

Product development: This involves creating and refining products or services that meet customer needs and desires.

Advertising and promotion: This involves creating and distributing marketing messages through various channels, such as television, print media, social media, and email marketing, in order to build brand awareness and drive sales.

Sales: This involves engaging with potential customers, demonstrating the value of products or services, and closing sales.

Customer service: This involves providing ongoing support and assistance to customers after they have made a purchase, in order to build long-term loyalty and drive repeat business.

Effective marketing requires a deep understanding of consumer behavior and market dynamics, as well as the ability to develop and execute strategic plans that align with business goals. Some of the key skills and competencies required for successful marketing include:

Analytical skills: The ability to gather and analyze data in order to identify trends and opportunities.

Creativity: The ability to develop new and innovative marketing ideas and strategies.

Communication skills: The ability to effectively communicate marketing messages to a variety of audiences, both verbally and in writing.

Project management skills: The ability to plan and execute marketing initiatives on time and on budget.

Collaboration skills: The ability to work effectively with cross-functional teams, including sales, product development, and customer service.

In conclusion, marketing is the process of understanding customer needs and preferences, developing products or services that meet those needs, and effectively communicating the benefits of those products or services to the target audience. It is a dynamic and constantly evolving field that requires a deep understanding of consumer behavior and an ability to adapt to changing market conditions.

2. HOW TO CREATE A DIGITAL MARKETING STRATEGY

According to Neher (2022), in an Article from Forbes about “*How To Create A Digital Marketing Strategy: Eight Steps To Laser Focus Your Plan*”, beside the original idea of Marketing, now **Digital Marketing** is growing in importance, and people are investing time and money online to promote their business digitally, to reach a wider target group. Neher (2022), highlights the importance of really investing in a strategy to grow online, in order to reduce waste, focusing on building and promoting on what is already working.

In this sense, in this article, Neher offers 3 ways to implement a solid digital marketing strategy, and we will summarize them in the following scheme:

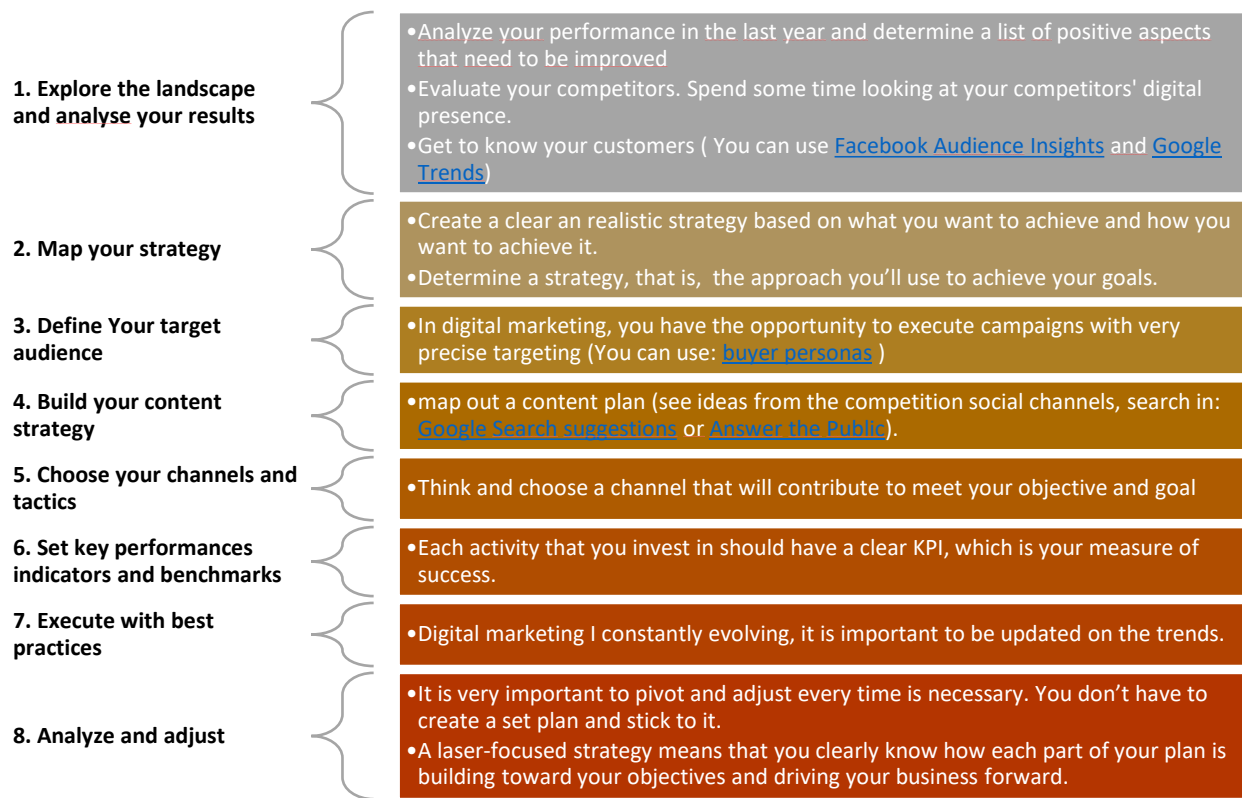


Figure 1: *Eight Steps To Laser Focus Your Plan*. Forbes.

Following this perspective, there are also other aspects that should be taken into consideration while preparing your own marketing strategy, that weren't mentioned by Neher, that is **Developing your business brand** (8 Steps to Marketing Your Business | Small Business Development Corporation, n.d.). It is important that every business has its own brand and image, it doesn't matter its dimension or target. And, having an image can be much more than a logo or a tagline, it is important to create a brand that is able to connect "(...) with your target customers and conveys who you are, what you stand for and what you can deliver." (8 Steps to Marketing Your Business | Small Business Development Corporation, n.d.).

It is important to underline that Marketing is a good source of income and revenue and it will bring benefits to your business. In general, marketing provides opportunities, by reaching more people in a simpler way. Also, specialists mention that "marketing provides opportunities to earn profits in the process of buying and selling the goods, by creating time, place, and possession utilities. This income and profit are reinvested in the concern, thereby earning more profits in future. Marketing should be given the greatest importance since the very survival of the firm depends on the effectiveness of the marketing function." ("7 Major Importance of Marketing | Marketing Management," 2014).

Creating a digital marketing strategy requires careful planning, research, and analysis. Here are the key steps to follow:

Define your goals: Before creating a digital marketing strategy, it's important to define your goals. This could include increasing website traffic, generating leads, improving brand awareness, or boosting sales. Clearly defining your goals will help guide your digital marketing efforts and measure success. Start by setting clear and specific goals for your digital marketing efforts. These goals should be aligned with your overall business objectives. Examples of goals might include:

- Increase website traffic by 25% over the next 6 months
- Generate 50 new leads per month through digital channels
- Improve brand awareness among target audience by 15%

Identify your target audience: Understanding your target audience is essential for creating a successful digital marketing strategy. This includes demographics, interests, and behavior patterns. You can use tools like Google Analytics and social media insights to gather this information.

- Conduct market research to gain insights into your target audience's needs, preferences, and behavior. This can include surveys, focus groups, and online research.
- Use tools like Google Analytics, Facebook Audience Insights, and Twitter Analytics to gather data on your website visitors and social media followers.
- Develop buyer personas to help you understand your target audience in more detail.

Conduct a competitive analysis: Research your competitors to understand their digital marketing strategies, strengths, and weaknesses. This will help you identify opportunities and differentiate your brand.

- Identify your top competitors and analyze their website, social media, and content marketing strategies.
- Look for gaps in the market that you can fill, or ways to differentiate your brand from competitors.
- Identify areas where you can leverage your strengths to gain a competitive advantage.

Choose your digital marketing channels: Based on your goals and target audience, choose the digital marketing channels that are most effective for reaching your audience. This could include search engine marketing, social media marketing, email marketing, content marketing, and influencer marketing.

- Conduct research to determine which channels are most effective for reaching your target audience.
- Consider factors such as cost, reach, engagement, and ROI when choosing your channels.
- Develop a channel mix that is tailored to your target audience and goals.

Develop your content strategy: Content is key to digital marketing success. Develop a content strategy that is tailored to your target audience and digital marketing channels. This could include blog posts, social media posts, videos, infographics, and more.

- Develop a content calendar to plan your content in advance.
- Use keyword research to identify topics that will resonate with your target audience.
- Develop a mix of different types of content to keep your audience engaged.

Determine your budget: Allocate your budget across your digital marketing channels based on their effectiveness and ROI. Consider testing different channels and adjusting your budget based on performance.

- Determine your overall marketing budget and allocate it across your channels.
- Monitor the performance of each channel and adjust your budget based on ROI.
- Consider investing in paid advertising to supplement your organic efforts.

Set your KPIs and measure results: Define your key performance indicators (KPIs) and measure the success of your digital marketing efforts. This includes tracking website traffic, conversion rates, engagement metrics, and more. Use this data to optimize your digital marketing strategy over time.

- Define your KPIs based on your goals and objectives.
- Use analytics tools to track your KPIs and measure the success of your digital marketing efforts.
- Continuously analyze and optimize your strategy based on performance data.

By following these steps and leveraging the sources provided, you can create a comprehensive digital marketing strategy that effectively reaches and engages your target audience, drives website traffic and leads, and ultimately achieves your business goals.

It is also relevant to contextualize how small business can be active on this big and competitive marketing world, to do that, we will be inspired by the article “Small Business Marketing 101”, from Forbes, written by Pritchett, where she defined a set of crucial practices that may help any Small Business.

First, **get organized**, that means, think about ideas, brainstorm with colleagues, and prepare a to-do-list. Then, **get a website** is also one of the advices mentioned, which is extremely important to grown online. “You need a website to show you’re real and to offer information about your business to potential customers. Make sure your website is mobile-friendly and be sure to ask for search engine optimization”. (Pritchett, 2018).

Another very important action should be **setting up your business** online. Princhett mentions that whether you want it or not, information about your business will be available online, and you should be aware of it and try to control it! She advises to “Do a search on different browsers to see what information you see about your company and then claim or create a listing for your business.” (Pritchett, 2018).

Another important aspect is that you should create local awareness and establish a network, which can be considered very important to grow in any field, not only to reach customers but sponsors. This methodology will allow you to create good connections, create more brand awareness and nee referrals.

Digital marketing continues to grow in importance. People are spending more time online, and marketing budgets continue to shift toward digital. With so many opportunities in digital marketing, it is easy to get into execution mode and just start doing. However, investing in your strategy is one of the best ways to grow your digital return on investment. A clear strategy reduces waste, adds focus to your efforts and builds on what is already working.

There are other reasons why going online is of great importance for your business. As already described above, regardless of your preference, information about your business will be accessible online, and it is crucial to be mindful of it and strive to manage and control it.

When buying products, visiting places, looking for an experience etc. people look online, at company's website, but they don't rely solely on that. Nowadays, users also pay attention to feedback and reviews written by others online (e.g. on TripAdvisor or on Facebook), in order to find more reliable information. In other words, they use electronic Word of Mouth information (eWOM).

Social media, review websites, and forums have become successful due to people sharing information online. People share information to network, express their experiences, be seen as knowledgeable, and connect with others. This leads to electronic Word of Mouth (eWoM) becoming viral as information is shared among friends and connections. Nowadays, consumers rely on social proof, or the opinions of others, when making purchasing decisions. Information shared by other customers about products or services greatly influences their buying decisions (Enchev, 2016).

LHM Strategic summarized in an Article about "Electronic Word of Mouth – Your most valuable marketing tool" (n.d.) why eWOM is important for the company's digital strategy. The reasons are as follows:

- **People love sharing their opinions:** Social media has changed the way people connect and share opinions online, fostering a new form of digital "friendship" where people feel more comfortable expressing themselves compared to in-person interactions.
- **Others' opinions can be empowering:** Single comment on a company's post or content, whether positive or negative, quickly leads to a cascade of responses from other consumers, sparking a viral conversation with varied opinions.
- **Community first:** Online communities, even with limited depth, can be passionate and influential, as seen in examples like the Facebook Group for Peloton riders, where members discuss their experiences with the brand and Peloton actively monitors and responds to their feedback.

- **People trust other people:** Customers trust the opinions of others more than ads or promotional content, making online reviews and recommendations from their social community crucial in driving purchase decisions.
- **The buyer's journey is online:** Online research for products and services often starts with seeking opinions from social community and online forums, reflecting the importance of peer recommendations in the decision-making process.
- **Builds brand loyalty:** The digital space offers opportunities for building brand loyalty through authentic word-of-mouth marketing facilitated by online communities, creating a sense of belonging and community among consumers.

There are many opportunities to use electronic Word of Mouth and several factors to consider when monitoring your company's or brand's online presence. Some practical methods to encourage eWOM (LHM Strategic, n.d.):

1. **Create a community:** Creating an online community can vary depending on your industry, but it's important to identify where your consumers spend their time and build your community there. For business-to-consumer brands, this may involve starting a group on Facebook and positioning it as a space for like-minded individuals to connect. On the other hand, for business-to-business brands, creating a community on LinkedIn or developing a website or app focused on meaningful conversation, education, and information for target consumers may be more effective.
2. **Monitor your brand online:** If you're not ready to host the conversation, it's important to monitor the conversation around your brand and respond appropriately to encourage positive electronic word of mouth. Being proactive and monitoring daily can help maintain a positive online presence.
3. **Create content they can share:** Creating engaging and shareable content is crucial for successful social and digital media marketing. Great content inspires consumers to share it with their online community, amplifying your reach and generating positive eWOM. Fun visuals,

photos, memes, videos, etc. can be effective ways to create shareable content and move consumers into the advocacy stage of their buyer's journey, which is highly valuable in digital marketing.

4. **Encourage user-generated content (UGC):** Social and digital media offer the opportunity to encourage user-generated content through contests on social channels. For instance, a photo contest on Instagram and Facebook showcasing customers enjoying the benefits of a product or a service, with a prize for the winner, can result in valuable UGC, eWOM, and free content for the brand.

5. **Make reviewing your brand easy:** While opening up reviews and ratings can be daunting, it's important to seek opinions from customers on your product or service. This can be done through platforms like Facebook or product ratings on your e-commerce website. By giving customers the chance to share their experiences, it can generate more eWOM and potentially positive user-generated content (UGC) in the form of testimonials.

6. **Create a referral program:** Implementing a referral program that incentivizes customers to share their positive experiences with your brand can be a powerful tactic. Offering rewards such as discounts, cash incentives, or other perks can encourage customers to refer your business to their online community.

7. **Utilize Influencer marketing:** Influencer marketing can be a valuable strategy for businesses of all sizes, including small companies. It allows for controlled promotion through influencers and can be just as powerful as organic eWOM.

8. **Let them try it:** If you're not ready for influencer marketing, consider offering free trials or sending out product samples to influencers, bloggers, and journalists for review. While you may have less control over the feedback, if your product or service is of high quality, there should be little concern for negative feedback.

9. **Monitor your mentions and engage:** Monitoring your brand's mentions in the digital space is crucial and easy to do. Utilize free tools like Instagram notifications to see what people are saying about your brand. Share positive mentions to encourage user-generated content (UGC)

and build authenticity and relationships with your consumers. Engaging with your consumers can turn them into online cheerleaders and result in positive eWOM.

There are numerous ways to capitalize on your company's electronic Word of Mouth, and the possibilities are vast. All it takes is getting started and taking advantage of the strategies and tactics available to harness the power of eWOM for your brand or business.

At this point, it seems useful to note another important aspect to consider when integrating digital marketing into your business. When it comes to digital marketing, we cannot ignore the impact that social media has on it. We will talk more about social media later, but for now, in relation to digital marketing, we should be aware of the following.

When choosing and creating social media for your business, it is useful to consider the target audiences for which the social media is intended, as the use of social media varies between different groups or generations. A. Hughes (2022) breaks down social media use among different generations as followed:

Generation Z (people born between the mid-1990s and early 2010s): Generation Z, who spend a significant amount of time on social media, are less likely to follow brands but more likely to make purchases based on influencer recommendations. They are interested in engaging with brands through feedback and collaboration. To capture their attention, businesses can use video content, partner with influencers, practice social listening, and utilize TikTok, which is popular among Generation Z but underutilized by businesses.

Millennials (people born between the early 1980s and mid-1990s): Millennials rely heavily on social media for various purposes and are least likely to unfollow brands. They are the third most active group on social media and predominantly use Facebook, Instagram, and Twitter. They are also more likely to make purchases based on social media ads, videos, and reviews.

Generation X (people born between the mid-1960s and early 1980s): Generation X, despite not growing up with social media, are heavy users of social media, ranking above millennials. Their social media usage is increasing. They spend an average of two hours a day on social media

for various purposes and primarily use Facebook, WhatsApp, and Instagram. Generation X is a valuable audience for brands due to their disposable income, but they expect responsive customer service. They value brands that prioritize consumer feedback and consider them as market leaders.

Baby Boomers (people born between the mid-1940s and the mid-1960s): Baby boomers, who were adults when social media emerged, use it primarily for researching brands and finding information. They predominantly use Facebook, WhatsApp, and YouTube. Many of them have increased their social media usage in the past year. Baby boomers often look for discounts and special offers on social media and provide feedback to businesses. They follow people to learn about new products or services and stay updated with company news. They dislike irrelevant content but are likely to make purchases based on trusted recommendations (Hughes, 2022).

Let's keep in mind that although trends in social media use change according to age as can be seen from the above, one thing is certain - each generation has increased its use in recent years, so it's only logical for businesses to include a variety of social media in their digital marketing plan.

3. ACTIONS TO HELP TOURISM BUSINESSES GO DIGITAL

Digitalization is defined as the use of digital technologies to manage and grow a business, which as well as selling goods and services online, includes the gathering and interpreting of big data which can help develop new activities or change existing activities. Post-COVID, embedding digitalization will help tourism businesses to be more agile and resilient moving forward.

There are many advantages to digitalization in tourism, such as:

- Leads to creativity and innovation in tourism
- Facilitates increased customization of visitor experiences
- Contributes to new destination configurations
- Inspire new business models, new value chains, and new business ecosystems
- Opens new roles for consumers and producers
- Prompts new roles for DMOs to support SMEs

The process toward full digitalization of the tourism business is a gradual one. Traditional tourism businesses have a focus on internal operations and creating value for tourists. As they move towards increased digitalization through digital marketing and online sales, full digitalization becomes ‘smart’ tourism with a high level of innovation, instant and real-time e-commerce and strong connections with consumers and suppliers. While this presents many opportunities, it also poses challenges.

Examples of digitalization processes in the tourism sector include:

The digitalization of daily operations - Building digitization into your internal business operations, such as linked calendars, email systems and automatic billing processes.

Big data - Use of software tools to gather and analyze big data to identify a customer’s interests and tailor products to their specific needs.

Website optimization - Having your own website and using technology to assess performance, monitor your business' health and optimize it for your target market.

Social media - Managing social media accounts and planning and implementing campaigns based on insights gathered from big data.

Mobile connectivity - Ensuring all your products and services are available via mobile devices.

Online sales - Selling trips, tours, holidays, and other experiences online, either through your own website or via an OTA, using e-commerce platforms.

Application of new technologies – Adopting technologies like AI (artificial intelligence) – chat bots are an example here – and VR (virtual reality) – for instance, a virtual travel experience.

Dickinson et al. (2012) proposes that tourism destination today must possess digital capability. Digital capability is a cross functional proficiency in the processes, practices and customer connections enabled by digital media and infrastructure. There are four dimensions of the utilization of digital technology: the capability to provide destination information, the capability to share information, the context awareness capability and tagging capability.

The capability to share information consists of destination interpretation, provision of travel schedules, and provision of the static map to relocate attractions, accommodations, and tourist facilities. Sharing information capabilities must be done in two ways from the destination and its stakeholders as suppliers and the tourists as customers. Through digital technology capability, the destination will obtain and manage big data which was from the past and in real-time as well as a prediction for facility utilization in future. Context awareness capabilities are the provision of attraction or facility proximity, the ability to provide travel information directly (real-time), and the ability to specify users' travel itineraries. While tagging capability is the ability to record information for traveler's for future usage.

The European Commission has implemented several actions to boost the competitiveness of businesses in the European tourism sector, integrate them into global digital value chains, and improve their ability to create more jobs. Some examples of these activities are:

Digital tourism network: The Digital tourism network is an informal forum of the EU tourism industry and other relevant stakeholders launched in 2015. It aims to discuss common challenges and opportunities of the EU tourism industry's digital transformation and exchange good practices for boosting the innovation capacity of tourism entrepreneurs, especially SMEs. The network will help shape new actions to support the digital transformation of the industry, increase the uptake of digital technologies by the tourism sector and improve tourism SMEs' integration in the global digital value chain.

Tourism business portal: The tourism business portal is a one-stop shop to improve the establishment, management, promotion, and expansion of businesses. It includes plenty of articles, tutorials, online tools, and links to best practices to help entrepreneurs learn about the management of the tourism business in the digital era.

Webinars on digitalization in tourism: 2 series of webinars were produced to provide guidance on the use of digital technologies by small and medium-sized enterprises (SMEs) in the tourism industry. The webinars focus on practical digital, e-management and online marketing skills that help tourism businesses respond to the evolution of digitalisation in tourism and the recent trends in tourists' use of technology to discover, plan and share their travel experiences.

Digital tourism roadshow - Digitalisation as the driver of growth for tourism businesses. The webinars were followed by a series of local workshops held between December 2018 - March 2019 in 5 EU cities: Athens, Poznan, Sofia, Bucharest, and Lisbon. With the help of local experts and entrepreneurs, topics such as access to finance for digitalization, digital skills of the future and how going digital can help in tapping into new markets were discussed.

The aim of these actions was to:

- Strengthen the skill base of tourism SMEs, whose growth potential is often unexploited due to limited access to life-long learning and awareness of developments in the smart use of technologies
- Support the integration of tourism businesses in the digital value chain by:
 - helping with the design of tailored digital solutions for the tourism industry
 - offering a chance to take full advantage of the opportunities of the digital market to increase competitiveness
 - providing access to new business opportunities and new markets
- Boost the ICT-driven innovation potential of tourism SMEs and empower tourism entrepreneurs

To better understand the need to digitize your tourism business, here are some of the insights from one of the research studies:

A research conducted in Poland on a sample of 397 respondents representing Baby Boomers (BB), Generations X, Y and Z showed the following: recreational tourists use online travel agencies (52%), recommendations such as TripAdvisor (44%) and specific destinations (18.5%) when planning their trip (Hysa et al., 2021). On the other hand, 40.3% of respondents were inspired to travel in their home country by travel information they read online and 21.9% by the opinions of friends and acquaintances on social media.

The posts published by digital influencers have an impact on the decision-making process when choosing a tourist destination. The posts made by digital influencers have an impact on the decision-making process when choosing a tourist destination. Research shows that digital influencers' posts influenced 55.1% of respondents to decide on visited destinations, 45.1% of respondents to decide on restaurants or dining, 43.2% of respondents to decide on a hotel, and 26.5% of respondents to decide on personal safety tips. Also, the majority of respondents indicated

that digital influencers had an impact on their choice of destination in the form of a beach destination or resort (46.6%), a national park (41.7%) and a big city (39.7%). Travel Trends Report 2019 similarly showed that Instagram has been a major influencer on where younger travellers book trips-with 22% of millennials and 30% of Generation Z being influenced by the platform.

These findings indicate that the opinions of others posted on social networks are an important source of information when looking for a travel destination. Social media offers the possibility to gather information on the economic and emotional situation of potential customers and to access it quickly and directly. So keep this in mind when planning your marketing activities.

When we're talking about business going digital, we also need to be aware of some of the potential mistakes that businesses make that could have been prevented. While digital transformation promises big benefits, it can also be a challenge for small businesses without the necessary knowledge and experience.

Donald Miller, an author and business expert, recently penned a book on growing small businesses, called "How to Grow Your Small Business: A 6-Step Plan to Help Your Business Take Off", in which he points out, among other things, that some small businesses make the big mistake of self-promotion and copy what individuals do on their social channels (Forbes, 2023).

For the interview, he said:

"The number one mistake I see small businesses making on social media is making their channels all about them. (...) The only reason people are interested in your brand is if you're helping them solve a problem. If you really want to grow your business, talk about the problems your customers experience and then position your products as the solution to those problems."

To attract potential customers, it's crucial to focus on what's in it for them. According to Miller, businesses should prioritize offering practical and useful content on their social media channels, keeping the customer's perspective in mind.

S. Robins (2021) presents some common mistakes and challenges for small businesses on their digital transformation journey and some tips on tackling them. To raise awareness and help your business avoid them, they are presented below.

1. **Expanding too quickly:** Many small businesses rush into digital transformation without proper planning, leading to overwhelming challenges and difficulties in integrating new technologies. A gradual, deliberate approach is crucial, focusing on specific areas that require digitalization and taking measured, strategic steps forward.
2. **Setting expectations too high:** Small businesses often set unrealistic expectations for immediate results in digital transformation, but it's important to acknowledge that it's a complex process that requires time, resources, and patience. Adopt a long-term perspective, set clear goals and expectations, and avoid hasty decision-making.
3. **Choosing vendors instead of partners:** Cost is important but not the only factor for small businesses in choosing a digital transformation solution. Finding a partner, not just a vendor, is crucial for success. A partner provides ongoing support, guidance, and personalized interactions, while a vendor may only offer tools without continued assistance.
4. **Not keeping employees involved in the process:** Digital transformation can impact a business's culture and operations, especially for small businesses, leading to changes in roles, jobs, and employee uncertainty. Involving employees in the process is crucial for success. Small business owners should recognize the importance of keeping employees informed and engaged to ensure everyone understands the goals of the transformation.
5. **Not putting users first:** Small businesses must prioritize customer needs for success in today's competitive landscape. Understanding customer preferences through data analysis is crucial for digital transformation.
6. **Using old technology:** Sticking to outdated tools and processes is a big mistake that can leave small businesses behind the competition. Unfortunately, many businesses resist change

because of the perceived problems and costs of adopting new solutions. But sticking with outdated technology can ultimately hold back progress, stifle innovation and cause loss of business.

7. **Thinking of digital transformation as a one-off:** Digital transformation is an ongoing journey, not a one-time project. Small businesses often make the mistake of stopping after achieving initial goals, thinking it's the end of their digitization journey. However, it's crucial to remember that digital transformation is continuous, and staying ahead requires constantly seeking innovative opportunities and trends.

Once you are aware of these potential mistakes of smaller businesses, you can try to avoid them in your business when you embark on a digital transformation of your business.

However, for many businesses, digital development can be quite challenging, so here are some possible suggestions to help you get ideas for digital marketing and campaign creation in tourism. In an article called “7 Ways to Increase Tourism Through Digital Marketing”, R. Bottom (2021) has compiled a list of seven ideas for online marketing campaigns that can be applied to a range of tourism and travel marketing strategies. These are:

- **Photo Contest:** Boost your city’s image with a photo contest showcasing visitors’ pictures. Engage tourists and collect valuable user-generated content (UGC) for future marketing efforts. Use UGC on social media and in marketing materials to attract future travelers. Themes for a photo contest could include:
 - City highlights (e.g. a photo of a favourite work of art, statue or viewpoint in the city);
 - Hidden gems (e.g. a photo of the best hidden places and low-cost eateries they discovered in your city);
 - Fan favorites (e.g. a photo of their favourite parts of the hotel, the food ordered from room service, or the fabulous cocktails served at the bar);

- Wildlife or nature shoot (e.g. here there may be several categories, from amateur to professional photographers).

Use voting to determine winners and encourage sharing for votes. Consider offering prizes for entrants and voters to attract attention and engagement.

- **Instagram Hashtag Contest:** Boost social media engagement with a unique hashtag contest on Instagram to capture travel memories. Ask tourists to post their favorite travel memory with your contest hashtag. Pair your branded hashtag with more generic ones for increased exposure. Using social media as the platform for your contest expands reach and encourages friends of visitors to explore more.

- **Comment to Enter Contest:** Boost your digital marketing campaign with quick and easy comment-to-enter contests on Instagram or Facebook. Pose a question to your fans and ask them to comment with their answers within a short time limit. Select a winner from the comments once the contest is over. Examples of questions to ask include favorite coffee shop, hiking spot, Sunday afternoon spot, vacation tag, or packing preference. Comment-to-enter contests increase social media engagement and visibility, as algorithms reward content with higher engagement.

- **Knowledge Quiz:** Engage both tourists and locals with knowledge quizzes about your travel destination to gamify your campaign and generate leads. Quiz topics could include history, wildlife/nature, odd and unique facts, or identifying odd images. Interactive marketing campaigns like quizzes, puzzles, and contests can increase website engagement, making your destination more memorable for future bookings.

- **Personality Quiz:** Personality quizzes are engaging and popular on social media, and can be used as a campaign to increase awareness of your travel destination. Personality quizzes allow users to answer questions and reveal their "personality" at the end. (You may be familiar with the BuzzFeed quiz, which is very popular on social media.) By asking questions related to the quiz subject that also provide valuable insights for your marketing efforts, you can attract participants and gain useful information about your target audience. Sample questions for a personality quiz

could include preferences for types of travelers, ideal time of year to visit, or fun character comparisons.

- **Win Your Wishlist:** A "Win Your Wishlist" campaign is a creative approach to engage tourists and generate excitement for your destination. By allowing participants to create their dream getaway by selecting prizes from various categories, such as accommodations, activities, eateries, and entertainment, you can create a unique and personalized campaign. Examples of categories could include dream vacation giveaways, experience packages, or art gallery wishlists. This campaign encourages user participation and can generate buzz about your destination among potential visitors.
- **Scavenger Hunt:** A scavenger hunt is an exciting campaign that allows both tourists and locals to explore your city. Participants can start on your website and follow clues or scan QR codes at various locations to reveal the next clue. At the end, they can enter to win a small souvenir. Scavenger hunts can cover the entire city or focus on specific areas or themes, such as an art walk, brewery tour, or city-wide mystery. This campaign can foster community engagement and create a sense of unity among participants.

Digital marketing is crucial for the tourism industry today. With marketing campaigns like the ones mentioned above and many others, you can boost your online presence and increase engagement.

The tourism industry has been heavily impacted by the COVID-19 pandemic, leading to a significant shift towards digitalization. The adoption of digital technologies has become critical for tourism businesses to survive and thrive in the current market. Here are some actions that can help tourism businesses go digital:

Develop a digital strategy: Developing a digital strategy can help tourism businesses identify the areas where they need to focus on to improve their online presence. A digital strategy should include a clear roadmap of the goals, tactics, and resources required to achieve them. The digital

strategy should be based on a thorough understanding of the target audience, the competitive landscape, and the market trends. According to a report by Deloitte, a well-developed digital strategy can help tourism businesses achieve better customer engagement, higher revenues, and improved operational efficiency.

Create a mobile-friendly website: A mobile-friendly website is a must-have for any tourism business that wants to go digital. This is because most travelers use their smartphones to research and book travel. A mobile-friendly website should be easy to navigate, load quickly, and have a responsive design. According to Google, 53% of mobile users will abandon a website that takes longer than three seconds to load, and 61% of users are unlikely to return to a mobile site they had trouble accessing.

Invest in social media marketing: Social media platforms, such as Facebook, Instagram, and Twitter, provide a great opportunity for tourism businesses to connect with potential customers. By creating engaging content and leveraging targeted advertising, businesses can increase their online visibility and attract more customers. According to a report by eMarketer, social media advertising spending is expected to reach \$51.3 billion in 2021, up from \$15.6 billion in 2016.

Offer online booking and payment options: Offering online booking and payment options is a great way to simplify the booking process for customers and reduce administrative costs for businesses. This can be achieved by integrating a booking and payment system into the website. According to a report by Expedia Group Media Solutions, 43% of travelers book their trips online, and 52% of travelers prefer to use credit or debit cards to pay for travel.

Leverage online reviews: Online reviews are an essential aspect of digital marketing for tourism businesses. Positive reviews can help to attract more customers, while negative reviews can harm the reputation of the business. Encouraging customers to leave reviews and responding to them in a timely manner can help to improve the online reputation of the business. According to a report by BrightLocal, 93% of consumers read online reviews before making a purchase decision.

Use analytics to track performance: Using analytics tools such as Google Analytics can help tourism businesses to track website performance, understand customer behavior, and identify opportunities for improvement. This data can be used to optimize the website, improve the customer experience, and increase conversions.

In conclusion, going digital is critical for tourism businesses to survive and thrive in the current market. By developing a digital strategy, creating a mobile-friendly website, investing in social media marketing, offering online booking and payment options, leveraging online reviews, and using analytics to track performance, tourism businesses can improve their online presence and attract more customers.

4. CREATING AND MANAGING ONLINE REPUTATION AND USE OF SOCIAL MEDIA

With the advance of the Internet, and especially after the emergence of social media, transparency in tourism markets has increased to an extent where Online Reputation Management has become instrumental for the survival of most destinations, companies, and brands. Given the significance of online reviews in tourism), effectively monitoring, and responding to reviews has become a central tenet of ORM for most tourism businesses. (Zhang et al., 2020)

A definition of organizational reputation summarizes and aggregates different perspectives in this field: “a collective representation of a firm’s past action and results that describe the firm’s ability to deliver valued outcomes to multiple stakeholders. It gauges a firm’s relative standing both internally with employees and externally with its stakeholders, in both its competitive and institutional environments”. (Fombrun and Van Riel, 1997)

According to Code Wilson (2021), in an Article for Understanding Ecommerce.com about “6 Ways to Use Social Media for Online Reputation Management”, the author refers to the importance of social media and the impact that it can have. The author suggests 6 points where he presents why every company should give more importance to social media management.

First, tourism entities should **develop a personal relationship between your company and customers**. To do so, tell your company’s story, how you started, what difficulties you went through, how your products are made, your company’s history, et cetera. And to do this you have to be friendly to your customers so that they don’t feel different and distant from you, and most importantly you have to see that they can understand you. This process will allow your company to relate to your customers, and in the meantime, give your competitors a hard time.

Tourism entities should involve their customers and assure that they got **positive videos from customers**. By referring that “We hope you like our food and services today.” “Was the food up to your expectation today? Please share your experience!”, these kinds of simple review questions can be placed at the bottom of any digital receipt or your company’s established web pages or

apps. Many customers generally comment regarding your services, the quality of your products genuinely, but a huge number of customers are more inclined to share negative comments. So, you should not wait for these kinds of problems you should start working on your reputation as quickly as possible.

Reanalyze how to utilize social media platforms: You can use various social media platforms like YouTube, Twitter, and Facebook, to publish about the trending on the latest topics of your company or direct your customers to your YouTube channel or a particular video. Many people use these platforms to gain information, and you can utilize them to promote your company and manage your online reputation. Here you can communicate with your customers directly by posting any announcement related to your company and providing any essential information that will eventually help your company grow in the industry.

Observe the stance of your company in social media: Once you begin a social media chain, someone or the other will comment or post about your company somewhere on any social media platform to which your company is related. So, you should monitor their presence and what they are saying, for example. For example, if the customer has some negative comments about your customer service, you should immediately take action and improve. But to improve, you should know why observing and following the customer's point of view throughout the social platform is important for reputation management.

Show the customers you care: Establishing a connection with the customers to solve any problem related to your company is essential. You can do this by creating a special account for a special platform where your company's customers can recount their difficulties or problems. And when the customers of your company see that you are considering their thoughts and are working on it, it will have a positive impact on your company's reputation.

Social media is powerful: Social media has become a compelling platform where every individual can voice their own thoughts. And as Google has already re-established their agreement with Twitter which allows Twitter comments to appear in Google search results too, and this way, social media can have a huge positive impact on your reputation.

In an Article “Social Media Marketing for Businesses” published by the WordStream (n.d.) is explained, among other things, which are the best social media marketing platforms for businesses and provides some tips for social media marketing, further presented below.

Some of the top social media marketing platforms for businesses are Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat. Each platform requires unique strategies and approaches, so we’ll provide a brief overview of each to help you understand their key features and benefits.

Facebook, being the largest global social media platform and a significant local business directory, is utilized by people across diverse age groups to connect with friends and family, engage in groups and forums, discover and visit local businesses, and follow brands. It serves as an effective social media marketing platform for building relationships with existing customers, announcing hours changes, events, and milestones, facilitating discussions and live streams, and targeting baby boomers in marketing efforts. However, due to limited organic reach on Facebook, utilizing Facebook advertising is often necessary for generating leads and reaching new audiences.

YouTube may not be traditionally considered a social media marketing channel, but it certainly fits the bill with features such as the ability to post videos to your channel, share, comment on, and like other videos, and follow accounts of interest. Additionally, YouTube provides a curated feed on your homepage with recommended videos. The key to effective social media marketing on YouTube is not solely focusing on trying to go viral, but rather adding value through valuable and engaging content.

Instagram is known for its diverse content formats, such as Feed posts, Stories, Lives, Reels, and IGTV, which attract a wide range of users. Many people use Instagram to follow their favorite influencers and brands that align with their personal values. You can leverage your Instagram bio for various purposes, including social shopping, influencer marketing, user-generated content, and showcasing your company culture. Ad costs on Instagram are generally higher than on Facebook, but the good news is that organic reach is also higher.

LinkedIn is not just a professional network, but also a community that celebrates leadership, learning, and core values. In addition to using it for networking, prospecting, and sharing industry insights, LinkedIn can also be a valuable platform for expressing your company culture and building your personal brand alongside your business brand. With a variety of features available for LinkedIn company pages, it's important to carefully build your page to maximize its potential. LinkedIn offers opportunities to attract top talent, network with partners, peers, and customers, share company milestones and culture, and post industry news and insights, making it a versatile platform for business growth and brand building.

Twitter is a dynamic platform characterized by quick thoughts and lively discussions. It's important to maintain regular activity on all social media platforms, but Twitter deserves special attention. Many users turn to Twitter for news, brand following, and customer service. It's crucial to engage with customers by retweeting positive feedback and responding to their inquiries whenever possible. To effectively market on Twitter, consider following influencers to stay updated on news and trends, sharing stories through threaded Tweets, and making yourself available for customer service and FAQs. Leveraging these strategies can help you make the most of Twitter as a social media marketing platform.

Snapchat is not limited to just teenagers, as its largest age group (75%) spans from 13-34 years old. With features like Snap Maps, geofilters, and partnerships with companies like Gannett, Snapchat has a strong local focus. While building relationships may be challenging on this platform, you can still cultivate an audience through fun images and short videos. Snapchat can be effectively used for location-based marketing, app marketing, and sharing feel-good content. Don't underestimate the potential of Snapchat as a social media marketing platform, as it can provide unique opportunities to engage with a younger demographic and create engaging content.

TikTok has gained unprecedented popularity as the fastest growing social media platform in history. Businesses have started leveraging TikTok as a marketing channel, but it's important to keep in mind that the primary reason people use TikTok is for entertainment. To effectively use TikTok for social media marketing, consider participating in trending challenges, posting funny

and inspiring videos, and being relatable to your target audience. Aligning your content with the entertaining nature of TikTok can help you effectively engage with users and leverage the platform's rapid growth for your marketing efforts.

Social media is a powerful tool for businesses of all sizes to connect with potential customers and clients. Effective social media marketing can bring tremendous success by creating loyal brand advocates and driving leads and sales. Here are some social media marketing tips taken from the article mentioned above:

Create diverse content that aligns with your overall online marketing strategy, as content is crucial in social media marketing. Be consistent in posting and provide valuable information that resonates with your ideal customers. This can include:

- How-tos, quick tips,
- Local and industry news,
- Data and insights,
- Polls, questions, contests,
- Updates, and announcements.

Additionally, make use of the different formats available on social media platforms, such as images, videos, stories, live streams, online stores, and more.

Stay consistent in your brand image across different social media platforms. Each platform has its own tone and environment, but your business's core identity, such as being friendly, fun, or trustworthy, should remain consistent across all platforms.

Don't just post – participate in the social media communities. Regularly engage with your audience by responding to comments, liking, sharing, and commenting on their posts, hosting live streams, posting polls and questions to encourage discussions, and reposting user-generated content. Social

media channels are communities that require active participation to build relationships and foster engagement.

Use content creation tools to enhance your social media posts with eye-catching visuals. While Instagram may be known for its visual appeal, all social media platforms require visually appealing content to stand out in users' feeds. Utilize tools like Freepik and Canva, which offer templates and features for creating professional-looking visuals that are consistent with your brand, including photos, illustrations, and text turned into art. Adding your logo to these visuals can further enhance your brand identity and make your content more memorable to your audience.

Repurpose, repost, recycle to maximize your social media content. The three Rs:

- **Repurpose:** Get creative with your content by repurposing it across different platforms. Transform a customer review into a Facebook post, break down a blog post into a series of Tweets, condense a case study into an Instagram customer spotlight, or turn a webinar deck into a carousel post on LinkedIn. The possibilities are endless.
- **Repost:** While moderation is key, reposting user-generated content and influencer content on Instagram and retweeting on Twitter can help fill gaps in your content calendar. You can also curate content from authoritative sources and share relevant links in your posts.
- **Recycle:** Don't let your content go to waste. Repurpose your TikTok videos and Instagram Reels on YouTube, reshare your top-performing blog posts regularly to reach new followers, and add your Facebook Live recordings to your YouTube channel. Recycling your content across different platforms can help you extend its reach and maximize its impact.

Curating your own feed can provide valuable insights, inspiration, and ideas that can help you stay relevant and competitive in the dynamic world of social media marketing.

- **Follow competitors:** Keep an eye on your competitors by following them on social media. Observe their strategies, adapt ideas to your own approach, and identify any gaps in the market that you can fill with your content.

- **Follow influencers:** Stay updated on trends and educate yourself by following influencers in your industry. Learn from their insights and observations, and incorporate relevant trends into your own social media strategy.
- **Follow brands with similar values:** Look for brands that share your values or have impressive content strategies. Draw inspiration from their creative ideas and outside-the-box approaches to enhance your own social media presence.

Measure success with analytics to make informed decision and optimise your social media marketing efforts. Google Analytics is a powerful tool for measuring effectiveness and identifying areas for improvement. Attach tracking tags to your social media marketing campaigns to monitor their performance effectively. Use each social media platform analytics for additional insights of your social content with your audience.

Try paid social media advertising as a cost-effective way to expand your reach. With precise targeting options, you can get your content and offers in front of a large audience at a low cost. Platforms like Facebook, Pinterest, and Instagram offer granular targeting capabilities, allowing you to focus your budget on your target audience.

Since effective social media marketing can bring great success, it is worth paying attention to some of the common mistakes that businesses make in this regard, with a goal of avoiding them.

The Forbes article “Nine Common Mistakes New Businesses Make On Social Media (And How To Fix Them)”, explains the common mistakes new businesses make on social media and how to overcome them. It is beneficial to be aware of these common mistakes, as this is how you can prevent them from happening to your business. The article highlights the following 9 mistakes:

1. **Posting content inconsistently:** Consistency is key in social media marketing for new business owners. Irregular posting schedules can lead to people ignoring your profile. Instead, posting at the same time every day establishes a pattern that encourages followers to check in with your profile regularly.

2. **Coming off as inauthentic to the brand:** Authenticity is crucial in social media marketing for new businesses. Posting content without a clear strategy may lack authenticity and fail to build trust with customers. It's important to establish trust with your audience from the start to foster brand loyalty.
3. **Focusing too little on creating awesome stories:** Many brands overlook the importance of creating engaging stories on social media. Stories offer an intimate way to connect with your audience through quizzes, giveaways, and exclusive content. Video content is especially effective, as it provides bite-sized, relatable experiences that audiences crave. Prioritize creating awesome stories to cultivate an exciting relationship with your audience and give them what they want.
4. **Failing to tailor content to the medium:** Many businesses make the mistake of not tailoring their content to the specific social media platform they are using. Each platform has its own optimal image sizes, formatting, tone, and linking methods. If your content is not tailored to the platform, it may not be as effective in delivering your message. To fix this, consider hiring experts or training your teams to create content that is optimized for each platform. Avoid using a one-size-fits-all approach and treat each social media account as a unique medium that requires its own content release schedule.
5. **Ignoring negative reviews:** Ignoring negative reviews on social media harms your brand. Negative feedback can be valuable, offering a chance to learn and turn a poor experience into a positive one. Ignoring such feedback may escalate the issue, leading to potential PR problems. Instead, respond to frustrated users by commenting and asking for a direct message to resolve the matter. This proactive approach may result in the user amending or removing their feedback, benefiting your business.
6. **Failing to give others credit for their work:** Neglecting to give credit to others on social media is unprofessional and can harm your business relationships. Recognizing and appreciating others' work can foster better connections and partnerships.

7. **Relying too much on automation:** A common mistake new businesses make on social media is over-reliance on automation, which can result in robotic interactions and make followers feel disconnected. It's important to remember that social media is about genuine interactions with real people. Instead of solely relying on automation, take the time to actively engage with your audience through likes, shares, comments, and live interactions. This human touch will foster a sense of connection and make your audience feel more engaged with your brand.

8. **Lacking strategy and a target demographic:** One mistake businesses often make on social media is lacking a clear strategy and target audience. Simply posting frequently without a clear purpose can lead to disinterest from followers. To be effective on social media, it's important to make posts interesting, relevant, and personalized to your audience. Failing to do so may result in losing engaged followers or failing to grow your desired following.

9. **Waiting too long to get started:** One of the biggest mistakes new business owners make with social media is not starting at all. Social media is where consumers learn, engage, and make purchasing decisions. Failing to show up under relevant hashtags means missing out on potential customers. New businesses should prioritize social media and consistently post content, starting with one platform at a time until mastery is achieved. Showing up regularly, even with selfies or videos, helps build the "know, like, and trust" factor with the audience, even if the message is not clear yet.

Once you gain a solid understanding of social media marketing, sharing engaging content for your target audience becomes easier. However, staying ahead in the game requires ongoing observation, analysis, and strategic adjustments.

In today's digital age, a business's online reputation can make or break its success. With so many consumers turning to the internet to research products and services, it's essential for businesses to have a positive online presence. Additionally, social media has become an increasingly important tool for businesses to connect with their audience, build brand awareness, and drive sales. We'll explore how businesses can create and manage their online reputation and effectively use social media to achieve their goals.

Creating and Managing Online Reputation:

A business's online reputation refers to its overall image and perception as portrayed on the internet. This includes its website, social media profiles, reviews, and other online mentions. Here are some tips for creating and managing a positive online reputation:

Monitor online mentions: It's essential to stay on top of what people are saying about your business online. Use tools like Google Alerts or social media monitoring software to track mentions of your brand, products, or services. This will help you to respond to any negative comments or reviews promptly.

Encourage positive reviews: Encourage satisfied customers to leave positive reviews on platforms such as Google, Yelp, or TripAdvisor. This will help to boost your online reputation and attract more customers.

Respond to negative reviews: It's essential to respond to negative reviews in a professional and courteous manner. This will show that you value your customers and are willing to address any concerns they may have. It's also an opportunity to publicly demonstrate your commitment to customer service.

Build a strong website: A well-designed and informative website is crucial for creating a positive online reputation. Make sure your website is mobile-friendly, easy to navigate, and has relevant and engaging content.

Be transparent: Be transparent about your business practices and values. This includes being honest about any mistakes or issues and taking steps to rectify them.

Using Social Media Effectively:

Social media can be a powerful tool for businesses to connect with their audience, build brand awareness, and drive sales. However, it's essential to use social media effectively to achieve these goals.

Here are some tips for using social media effectively:

Choose the right platforms: Not all social media platforms are created equal. Choose the platforms that are most relevant to your target audience and where they are most active.

Post regularly: Consistency is key when it comes to social media. Post regularly and at the optimal times to reach your audience.

Engage with your audience: Social media is a two-way conversation. Respond to comments and messages promptly and engage with your audience to build relationships.

Use visuals: Visuals are more engaging than text alone. Use high-quality images and videos to make your posts stand out.

Leverage paid advertising: Paid advertising can help to boost your social media presence and reach a wider audience. Use targeted advertising to reach the right people at the right time.

In conclusion, creating and managing an online reputation and using social media effectively are essential for businesses in today's digital age. By following these tips, businesses can build a positive online presence and connect with their audience effectively.

5. HOW A FOOD TOURISM SME CAN PROMOTE ITSELF AS A GASTRONOMY DESTINATION IN THE DIGITAL WORLD

Promoting a food tourism SME as a gastronomy destination in the digital world can be a challenging task, but there are a few strategies that can be used to effectively reach potential customers and build brand awareness:

Build a strong online presence: A food tourism SME should have a well-designed website that showcases its services, food offerings, and unique selling points. It should also have active social media accounts on platforms such as Instagram, Facebook, and Twitter, where it can engage with potential customers and share high-quality images and videos of its food and tours. In addition to having a well-designed website and active social media accounts, a food tourism SME can also consider creating a blog to share recipes, local food stories, and behind-the-scenes content. This can help establish the SME as a thought leader in the local food scene and attract visitors who are interested in learning more about the region's cuisine.

Leverage user-generated content: Encourage customers to share their experiences on social media by using a branded hashtag or offering incentives such as discounts or free tours. This can help build buzz around the business and provide valuable social proof for potential customers. Encouraging customers to share their experiences on social media can be a powerful way to build brand awareness and trust. A food tourism SME can also consider creating user-generated content contests or campaigns to incentivize customers to share their photos and stories on social media.

Collaborate with influencers and bloggers: Partnering with influencers and bloggers who specialize in food and travel can help reach a wider audience and build credibility. Offer them a complimentary tour or meal in exchange for a review or social media post. In addition to partnering with influencers and bloggers who specialize in food and travel, a food tourism SME can also consider working with local influencers and bloggers who have a following in the region. This can help reach a more targeted audience and create a stronger sense of community around the SME.

Utilize search engine optimization (SEO): Ensure that the SME's website is optimized for search engines by using relevant keywords and meta descriptions. This can help improve its visibility on search engine results pages and drive more organic traffic. In addition to optimizing the SME's website for search engines, a food tourism SME can also consider creating content that is optimized for local search queries. This can include creating blog posts or pages that target local keywords such as "best restaurants in [city]" or "food tours in [region]."

Offer virtual experiences: With the rise of virtual tourism, a food tourism SME can offer virtual experiences such as cooking classes or virtual tours of local markets and food producers. This can help attract customers from around the world and build brand awareness. In addition to virtual cooking classes and tours, a food tourism SME can also consider creating other types of virtual experiences such as online tastings or food and wine pairing events. These can help attract visitors who are unable to travel to the region in person but are still interested in experiencing the local cuisine.

Engage with the local community: Building relationships with other local businesses and food producers can help create a sense of community and position the SME as an authority on local cuisine. It can also lead to cross-promotion opportunities and collaborations. In addition to building relationships with other local businesses and food producers, a food tourism SME can also consider partnering with local tourism boards and chambers of commerce to promote the region as a culinary destination. This can help create a more cohesive message around the region's food scene and attract more visitors to the area.

Culinary tourism is the focus of food as an attraction for exploration and a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. Culinary tourism can also generally refer to travel in which the goal is exploring and enjoying local delicacies and gaining memorable culinary experiences.

Related that defined culinary tourism as follows: while travelling, tourists either purchase or consume local food or observe and research the process of food production (from agriculture to

cooking schools), and view this as an important motivation for travelling or an important travel activity. Culinary tourism implies that local cultures have interesting stories about their cuisines, and it also indicates that local or special knowledge and information that represent local culture and identities are being transferred.

Food and tourism developed into food tourism which is also called "culinary," "gastronomic," or "gourmet tourism". Meanwhile, according to Hall et al, culinary tourism that develops even more extreme is called gastronomic tourism. In identifying the typology and characteristics of tourists in this study, the theory used is based on Hall et al about the level of interest of tourists in food at the destination.

The levels of tourist interest are divided into four levels, as follows:

1. No interest, tourists visit culinary locations no more than needed
2. Low interest, tourists visit culinary locations because it is something different, the term refers to rural/urban tourism
3. Moderate interest, tourists visit culinary locations as part of their lifestyle, the term refers to culinary tourism
4. High interest, the primary motivation for their trip is to visit culinary locations.

The World Tourism Organization (UNWTO) and its affiliate member, the Basque Culinary Center created the “Guidelines for the Development of Gastronomy Tourism”, a Strategic Plan for Gastronomy Tourism, a classic methodology followed, which must incorporate mechanisms for participation by agents related to the activity, and basically comprises the following main phases:

Preliminary phase: Launch of the project. During this phase, the working team is defined, along with the scope and methodology of the project, the main targets, and the timescale.

Phase I: Analysis and diagnosis of the situation. This phase focuses on the knowledge of the destination's tourism context, its current situation and the potential of the tourism activity related to gastronomy in the territory, and on the identification of the main shortcomings and potentialities. This diagnosis identifies any favorable and unfavorable conditions affecting the gastronomy tourism activity which will have to be dealt with during the planning process. For this purpose, among other aspects, the following shall be analyzed:

1. From an internal point of view:

- The territorial and tourism context of the gastronomy tourism product.
- Inventory and evaluation of all gastronomy resources.
- Analysis of the tourism supply and its gastronomic component.
- Analysis of the promotion and marketing of gastronomy tourism.
- Identification of the agents forming part of the gastronomy tourism model.
- Identification of any gastronomy tourism products, locations and venues that have special or differential value.

2. From the external point of view:

- Analysis of trends (tourism, food, catering management, gastronomy tourism)
- Analysis of the real and potential demand for gastronomy tourism
- Analysis of the gastronomic positioning of the destination.
- Analysis of competitors

Phase II: Strategic drafting of the Plan. Based on the preliminary phase of diagnosis, this second phase is a complex but key phase which is crucial for defining the path to be followed for achieving the goals. It is essential to involve the participation and the consensus among all agents, including the local community. Strategic recommendations will be made regarding the future of gastronomy tourism for the destination. These must visualize the desired scenario regarding the areas of action for boosting the destination's competitiveness, how the destination must be projected in the main markets and among the different target audiences to ensure that the sustainable development and growth of gastronomy tourism benefit the territory, as well as the sector that is directly involved and the local communities.

Phase III: Operational planning. In this stage, the programs shall be defined and priorities established for the actions needed to advance towards the construction of the gastronomy destination. Therefore, both an Operational Development Plan and an Operational Marketing Plan must be devised so that all the tourism and gastronomic potential of the territory can be developed in such a way that it will benefit all the parties involved.

Phase IV: Communication and dissemination of the Plan. In this phase, the Plan will be made known externally to all those involved, in the sector, among citizens and among the communication channels that can link up with potential tourists.

By implementing these strategies, a food tourism SME can effectively promote itself as a gastronomy destination in the digital world and reach a wider audience.

6. CONCLUSION

Digital business skills can become an important part of an SME's tourism business plan.

There is an established association between the ability of a corporation to draw investment in resources. This means that SMEs in tourism, who are supported by market models to be refined and innovative, are better able to collect money. Increasingly obsolete are traditional scientific approaches to management that see strategies and strategic plans as different for business activities. To succeed in the global tourism system, tourism companies must improve their business skills, new agility of operations and dynamic management. For a company or business in a rural area that wants to be everywhere in the world and welcome visitors to its location, it must have a strong online presence, so it can be more easily found and advertised and thus reach a larger audience. As we have seen in this article, there are a few steps and measures that businesses need to take to be more digital and market their services/products to a greater number of people.

7. CASE STUDIES

1. Mall Taranesc (ENG: Rural Shopping) – Online App

The online platform www.malltaranesc.ro is a unique initiative in Romania, an online platform intended for agricultural producers in the country. The project was launched in 2017 and unites more than 1,300 small producers with around 10,000 consumers eager for traditional, locally grown and made products. Producers on this platform have a subsistence household or small farm where they work honestly and cleanly every day. In the platform you can find farms that have all kinds of cheeses, eggs and meat, but also shops that produce jams, honey and handicrafts.

The Association „Creștem Romania Impreuna” (ENG: We develop Romania together) in collaboration with W3 Development SRL brought more involvement in local communities and launched the mobile application Mall Taranesc, through which it proposes to create a social environment addressed to small local producers and families from the city, informs a press release of press.

It is the first application of its kind, and the only one, aimed at local producers and the local economy concept.

Through the mobile app, the Association helps users to discover and interact with rural households, creating stable relationships between the parties involved. The application allows to contact the producers by messages, by phone, but also physically, it has a "directions" button, through which the route to the producer's yard is generated for the client.

It is a simple, up-to-date and very relevant project for Romania, as it supports small producers to develop, to present their households or small businesses, and later to sell their products, through the online platform, respectively to expand the area from which they can attract the customers. Its aim is to create a social bridge between the producer and the buyer. Currently, on the

Malltărănesc.ro platform there are over 1300 households presenting their household/small business, being the largest database of local producers in Romania. This community helps both those who are just starting out and those who are already developed.

<https://www.malltaranesc.ro/>





2. Thriving tourist destinations - Destinații turistice înfloritoare

This cooperation project between LAG Bazinul Dornelor from Romania, LAG Meetjesland from Belgium and LAG Angus from Scotland, facilitated exchanges of experience between the three development regions and brought to the fore the local stories through which guests are drawn to discover even more of the beauty specific to the place.

Many local producers took part in the project, such as local guesthouses from the Panaci commune, a cheese producer, local craftsman and sculptor, producer of jams from forest and other goodies in a jar, and a trout farm from Panaci.

In the Land of Dornes, through the LAG Bazinul Dornelor, these stories took the form of filmed interviews with the representatives of the local businesses mentioned above, as well as through a promotion concept adapted from the model found in the Meetjesland region of Belgium: The story

from the farm/business gate. This is why, from June 2022, 10 pavilions with stories can be found at the gate or in the yard of the aforementioned businesses. Most importantly, they were created with the goal of opening wide the door of the home/business to guests in search of local goodies and stories. Such a conversation, so necessary these days, is opened through the informative plaques in these pavilions, to the story of which the hosts themselves contributed, in a process too rarely used by those who have local businesses in tourism. It required effort on the part of everyone to "sell" themselves by what they are and can represent to visitors everywhere.

<https://galbazinuldornel.ro/19-3b-cooperare/>





3. Bison Land Association – Ecotourism and local businesses promotion

Since 2015, when it came into being, the association's main goal has been the sustainable development of the Bison Land destination. One of the few bison reservations from Romania is located in this region, becoming an increasingly visited tourist attraction.

The initiative to develop the Bison Land ecotourism destination came into being as a result of partnerships between private and public sector. Many other locals entrepreneurs and producers joined the initiative and currently the association.

Among many activities promoting the association, has also become a hub for the promotion of small local producers and guesthouses in the region.

The types of producers that are promoted through the Bison Land association's website are:

- Organic bee products, buckthorn products (syrups and juices), blackberry products from organic culture, sherbet, jam, sweet, traditional vegetable mix various assortments, vegetables and related products, grown under organic conditions, cold pressed oils, traditional meet products and many others

Tourists can also find on the association's website more than 40 guesthouses and restaurants in the region.

The innovativeness of this initiative consists in promoting cultural and gastronomic traditions in a sustainable way, by bringing together and promoting all local producers and entrepreneurs, thus benefiting from a very beneficial synergy effect for the community.

An innovative activity that the association carries out is the eco-brunch event.

The eco-brunches aim to offer customers a complete experience in just one day, being a major opportunity to promote local traditions and producers, local food and recipes.

The association organises periodically eco-brunch in Neamt county, Romania. This event aims to promote traditional gastronomy and local people. It is also a unique way to discover the ecotourism destination.

During the event the participants can try tasty local food: traditional recipes, natural juices and homemade cakes.

The program also includes guided walking tours in the forest, different workshops with local craftsmen and exhibitions for selling local products, among which we mention: sea buckthorn juice, jams, syrups, honey, crocheted ornaments, handmade candles.

These kind of events are already organized in many regions and their value is very high for all those involved in organizing the event. More than promoting local products, it is also an opportunity to network and build new partnerships with other local producers participating in the event.

<https://www.tinutulzimbrului.ro/en/>





4. Via Transilvanica - The road to the identity of Transylvania

Via Transilvanica is a thematic hiking route in Romania, with an approximate length of 1,400 kilometers, which starts in Putna, on the north side of the country, crosses 10 counties and ends in Drobeta Turnu-Severin, in the south-west part of the country. The road promotes the cultural, ethnic, historical and natural diversity of Transylvania, Bucovina and the Banat mountain.

The concept was implemented by the Tasuleasa Social NGO and it was inspired from the Spain's paths of pilgrimage, as well as long-distance trails in the United States and India. Besides many advantages: influence cultures, form communities and contribute to the development of the areas they traverse, the route represents an innovative way of promoting small tourist and gastronomic businesses.

The route can be traveled either for several weeks in full length, or partially in a few days, depending on the traveler's strength and desire. Via Transilvanica's infrastructure provides

information regarding accommodation and meals, as well as historical and cultural information about different geographical areas.

The road is marked with specific identification elements, made of sustainable materials which will allow the traveler to navigate along the way.

The Via Transilvanica Hiking Guide contains important information about all the stages of preparation for traveling this road, the infrastructure of the route (route stages, signaling and marking methods, maps, places to stay, critical places, equipment, etc.), appropriate behavior during the route and other recommendations. This guide presents a wide variety of guesthouses, local gastronomic points, small producers, traditional restaurants and many other local businesses which tourists can discover on their trip along the Via Transilvanica.

<https://viatransilvanica.com/>







5. 7Bucate (7 Local Cuisine Items) - Tradition in a box

The concept named "7bucate" (7 Local cuisine items) consists in the delivery of boxes containing traditional Romanian food.

Specifically, customers can order a „surprise-box”. The only thing they know is that the box contains traditional products, the contents remaining a surprise until the moment of delivery. For those who take out a subscription, the boxes are delivered monthly, the mix of foods being, every time, different. What the customer knows is that he will receive the same amount of the same product categories – 500g meat products, 500g dairy products and 500g grocery products.

The contents of the boxes change from one month to the next, but always have the same minimum amount of the same three food categories: meat, dairy and grocery products. What is preserved are the quantities and categories, only the mix of products changes.

The products come from small and large producers from all over the country and the main selection criteria are that the products are organic, certified traditional products or products that simply follow authentic recipes and contain ingredients that are as simple and easy to understand as possible.

This is an innovative branding concept, through which local producers in the gastronomic field are promoted and through which customers can have easy access to traditional and homemade products that are normally hard to find.

<https://www.facebook.com/7bucate>

7BUCATE

Trăditiie într-o cutie



6. Via Vino - Tailor-made wine tasting experiences around Bulgaria

Via Vino offers:

1. Tailor-made day trips around Sofia for wine lovers: for leisure time in Bulgaria they offer wine cellar visits with tastings and authentic experience.
2. Wine Weekend Getaways: a mixture of great wine tasting experience, picturesque places and opportunity for spa/wellness/vinotherapy procedures.
3. Comprehensive Wine Tours: they include rich cultural program, delicious food and breathtaking nature views.
4. Other Wine Adventures: corporative events, tailor-made tours, etc.

Examples of tours:

- Thracian Wine Tour and Plovdiv - Gourmet
- The Monastery Wine Tasting Tour-History&Scenery
- Off the Beaten Track Wine Tour - Nature&Traditions

Via Vino is found by Ivaylo (Ivo) Katerski. He is a WSET® CERTIFIED Level 3 Award in Wines and a licensed tour guide and member of The Association of Bulgarian tour guides. Also, he is a Co-founder and Chairman of the Board of The Bulgarian Association of Wine Professionals. His interest in wine developed over a number of years, starting somewhere after the turn of the millennium. This was also the start of a new era of the Bulgarian wine industry, when the first quality wines by smaller, artisan wineries popped up shy on the shelves next to the bulk products of the huge “vinproms” from the past communism times... Since then Ivaylo regularly visits fairs, courses, wine tastings and other events in Bulgaria and abroad, all dedicated to the wine culture. Nowadays, he is a trye wine connoisseur, very well acquainted with the “wine map” of Bulgaria.

His company Via Vino organizes tailor-made wine adventure tours in Bulgaria for people from abroad. In 2014, Ivaylo started collaborating with a big tourist agency - Odysseia-In and they've been conducting numerous tours around Bulgaria successfully!

Odysseia-In is the leading travel company in Bulgaria for culture, active & adventure tours. The company (located in Sofia) has operated since 1990 and is dedicated to provide unique opportunities to experience mountains and nature, villages, monasteries, culture and history through tailor-made trips with professional multilingual guides. Odysseia-In is recommended in Rough Guide, Lonely Planet, Let's Go, Le Petit Fute, Elmar guides, Reise Know-How and other international guidebooks. The company is an associate member of The Bulgarian Association of Independent Winegrowers (BAIW), a Travelife Partner, member of The Adventure Travel and Trade Association (ATTA) and Union of International Mountain Leader Associations (UIMLA), founder of the Bulgarian Association for Alternative Tourism (BAAT), co-founder of Danube Competence Centre (DCC) and sponsor in different projects of the campaign "Let nature remain in Bulgaria". Zig Zag Holidays is a sub-company of Odysseia-In.

Via Vino is a great example of collaboration with other travel agencies, international companies, individual wine producers, monasteries and many wineries around Bulgaria in order to organize wine tours.

Here are some of Via Vino's major partners and wine friends: [Villa Yustina](#), [Rumelia Winery](#), [Villa Melnik](#), [Chateau Burgozone](#), [Zlaten Rozhen Winery](#), [Villa Vinifera](#), [Villa Bassarea](#), [Uva Nestum Wine&Spa](#), [Orbelia Winery](#), [Manastira Winery](#), [Ivo Varbanov Wines](#), [DiVino](#), [Chateau Kolarovo](#), [Bratanov Winery](#), [Bendida Winery](#), [Zornitza Family Estate Relais & Châteaux](#), [Vino Culture](#), [ApolloWine](#), [Vino Orenda](#), [Djudjeva House](#), etc.

Their international partners: [Discover Bulgaria – Germany \(wine travel agent\)](#), [Tentorus – Slovenia \(wine travel agency\)](#), [Adventures by the Glass – USA/Switzerland \(wine travel agent\)](#), [Wina a'More – Hungary \(wine travel agency\)](#), [Grapehops – USA \(wine travel agent\)](#), [B!Vino – Switzerland \(Bulgarian wine webshop\)](#), [Grapefool – Greece \(wine travel project\)](#), [Paesaggio Sicilia Tours – Italy \(wine travel agency\)](#), etc.

https://via-vino.com/en_US/



7. Agriculture news - online media for agribusiness

Agronovinite.com is one of the top online resources for agribusiness. The project is oriented to farmers, producers, experts, specialists and managers. The media founders think that these people have a growing need for reliable, timely and in-depth information and ideas.

Agronovinite.com is an electronic media for agriculture and food. It publishes up-to-date news, analysis, interviews, topics related to the sector, alternative tourism, food, innovation and technology. The site's content is shared by online editors in over 150 targeted Facebook groups with a total of over 500,000 members (data as of February 2020).

The media team maintains and administers 7 of its own Facebook pages with nearly 50,000 followers:

- Agronovines (over 20,000 followers);
- Food and Health (over 5 990 followers);
- Yard and Garden (over 6,550 followers) and the fast-growing new projects
- Bees and Honey (over 2,790 followers and an average weekly reach of 20,000);
- Young Farmer (over 2,100 followers);
- Wine (over 1,915 followers);
- Tourism - around the world and at home (over 1690 followers).

The team administers three Facebook groups of its own with a total of over 16,000 members:

- Agronoviny - Agriculture and Food (over 7,950 members);
- Healthy Eating Club (over 8280 members);
- "Wine/Vino/Wine" (new project).

All three groups have sustained monthly growth and increasing popularity. Electronic media traffic averages 90,000 pageviews with an average of 65,000 unique users on a monthly basis. The largest number of visitors comes from Bulgaria (Sofia, Plovdiv, Varna, Dobrich, Pleven, Ruse, Burgas,

Stara Zagora, Haskovo, etc.), Serbia, Romania, Greece, Macedonia, Turkey, Western European countries (Germany, UK, Belgium, France, Spain, etc.), USA, Russia, Ukraine, etc.

Agronovinite.com is a media partner of:

1. Association of Grain Producers in Bulgaria;
2. Association of Dairy Processors in Bulgaria;
3. Bulgarian Pepper Association;
4. Association of Meat Processors in Bulgaria;
5. Chamber of Commerce and Industry; Association of Bulgarian Producers;
6. National Agricultural Register;
7. International Fair Plovdiv
8. University of Food Technology
9. Agricultural University - Plovdiv
10. Bioselena Foundation
11. IntelliAgro Foundation
12. International trade fairs, partner agrarian sites and media from international trade fairs, partner agrarian sites and media from Bulgaria and the world.

Agrinews reaches and is used as a source of information by businesses, relevant administrative bodies (ministries, offices of MPs, MEPs and others), sector associations, clusters and interest groups.

Who makes Agronovinite.com?

The founder and managing owner of the electronic media Agronovinite.com is the journalist Ekaterina Terzieva, who has over 20 years of experience in media such as the Balkan Investigative Reporting Network (BIRN), in "Sega", Bulgarian Telegraph Agency, newspaper. "24 hours".

She is chairman of the board of the Association of Agricultural Agricultural Journalists in Bulgaria, a full member of the European Network of Agricultural Journalists (ENAJ). Member of the

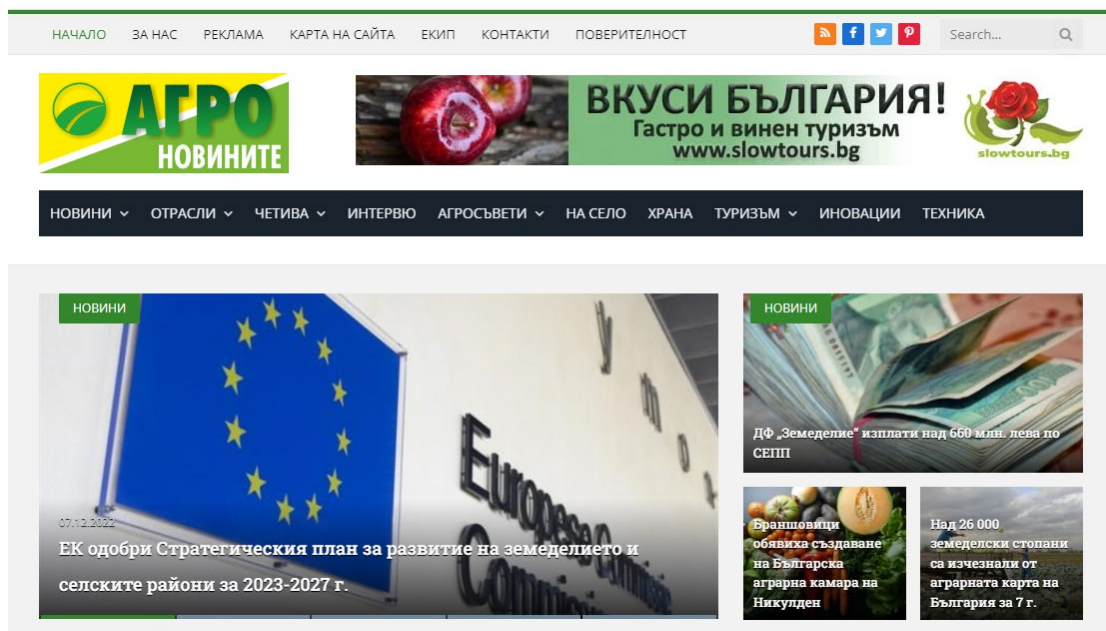
Aggress e-platform of DG AGRI at the European Commission. She has won many professional awards, including an award from the Union of Bulgarian Journalists (2010).

Special correspondent of Agronoviny is Mihail Angelov, based in Berlin. The team includes reporters Elena Lazarova, Detelina Dineva and translators. Online marketing is handled by Martin Ivanov, a specialist in online reputation and social media presence. Borislav Terziev, graphic designer and prepress specialist, is responsible for the corporate vision. IT solutions for the website are taken by computer specialist Branimir Morfov.

Agrinews is an example of an online platform that has a wide distribution using a variety of channels such as Facebook pages and groups. Agrinews also has multiple media partners. Thus, the diverse and rich content of the platform reaches many people, which is a prerequisite for sponsoring the platform by advertisements. This allows the medium to profit and grow while digitizing content related to agriculture, culinary tourism and much more. The successful development of the site is probably due to the fact that it was created by journalists. Their experience and expertise have built an excellent resource with high popularity in Bulgaria.

Combined with the skills of a marketer and an IT specialist, Agronews is successfully realizing its mission. Last, but not least. Agrinews features many articles about culinary tourism.

<https://agronovinite.com/>



The screenshot shows the homepage of the 'АГРО НОВИНИТЕ' website. At the top, there is a navigation bar with links: НАЧАЛО, ЗА НАС, РЕКЛАМА, КАРТА НА САЙТА, ЕКИП, КОНТАКТИ, ПОВЕРИТЕЛНОСТ. To the right are social media icons for YouTube, Facebook, Twitter, and Pinterest, along with a search bar. Below the navigation bar is a banner for 'АГРО НОВИНИТЕ' with a logo featuring a green leaf and a yellow circle. Next to it is an advertisement for 'ВКУСИ БЪЛГАРИЯ!' (Taste Bulgaria!) with the text 'Гастро и винен туризъм' and the website 'www.slowtours.bg'. Below the banner is a dark navigation menu with categories: НОВИНИ, ОТРАСЛИ, ЧЕТИВА, ИНТЕРВЮ, АГРОСЪВЕТИ, НА СЕЛО, ХРАНА, ТУРИЗЪМ, ИНОВАЦИИ, ТЕХНИКА. The main content area features three news items: 1. 'ЕК одобри Стратегическия план за развитие на земеделието и селските райони за 2023-2027 г.' (The EC approves the Strategic Plan for the development of agriculture and rural areas for 2023-2027), accompanied by an image of the European Union flag. 2. 'ДФ „Земеделие“ изплати над 660 млн. лева по СЕПП' (DF 'Agriculture' paid over 660 million leva under the CAP), accompanied by an image of Euro banknotes. 3. 'Браншовици обявиха създаване на Българска аграрна камара на Николден' (Industry representatives announced the creation of the Bulgarian Agricultural Chamber on Nikol Den), accompanied by an image of agricultural products. A fourth item, 'Над 26 000 земеделски стопани са изчезнали от аграрната карта на България за 7 г.' (Over 26,000 agricultural households have disappeared from the agricultural map of Bulgaria for 7 years), is also visible with an image of a field.





НА СЕЛО

31.01.2022

Как Ели от Варна победи болестта и създаде райска градина на село

Една красива жена от Варна намира смисъл да продължи живота си, като превръща ужаса от болестта си в порив да създава красота.



НА СЕЛО

28.01.2022

Бургазлия превърна стара съборетина в Балкана в райско кътче

Семейство от Бургас замени морския град с къща в Тревненския Балкан. Огнян Георгиев и семейството му купуват стара, полусъборена къща и с много труд успяват да върнат предишния ѝ блясък и красота.



НА СЕЛО



НА СЕЛО

8. SlowTours.BG

The local Bulgarian communities, their culture, and natural resources can be represented through the food and the people who produce it. SlowTours.BG tours offers not only tastings of good, clean, and honestly produced food and drinks, but also makes the trip back to the village an experience in search of the Bulgarian identity.

SlowTours.BG concept of slow travel is the exact opposite of what is meant by fast-paced life – to relax and enjoy your life and the people in it. SlowTours.BG guides people in the footsteps of

local varieties and old traditions. They travel slow - slowly and calmly to see the most beautiful of the local culture, history and nature.

In the late 1980s, the founders of the International Slow Food Movement decided that one way to combat this way of life was through food – it must be good, clean, and honestly produced.

Good – to be high quality, tasty and healthy, clean – to be produced in a way that does not harm the environment, honest – at prices affordable to consumers and fair to producers. This is the philosophy of SlowTours.BG travels. They reconnect to Bulgarian roots, to beautiful Bulgarian nature and countryside, and support the connection between the tourists and the real people who are behind their food and drinks. SlowTours.BG invitation is “So, let’s go to our slow tours and try to create a better, cleaner, and fairer world for everyone – starting with the plate and the cup on our table.”

The founder of SlowTours.BG is Ekaterina Terzieva, she lives and works in the oldest living city in Europe – Plovdiv. Her interest in traditional local food and beverages arose in 2013 when she changed one professional field to another – from a journalist with over 20 years of experience in various Bulgarian dailies and agencies, work in international media, training, and seminars to starting her own specialized project - she created a small media about agriculture, food, wine, and rural tourism, called Agronovinite.com (Agrinews).

Everyone wants to know better the path of their food from the farm to the plate, as well as the people whose hands give it all. Thus, the knowledge gained along the Agrinews about the Bulgarian village, about the farmers, about the local food and drinks, about the old breeds and the old Bulgarian varieties, became Ekaterina’s trademark in tourism.

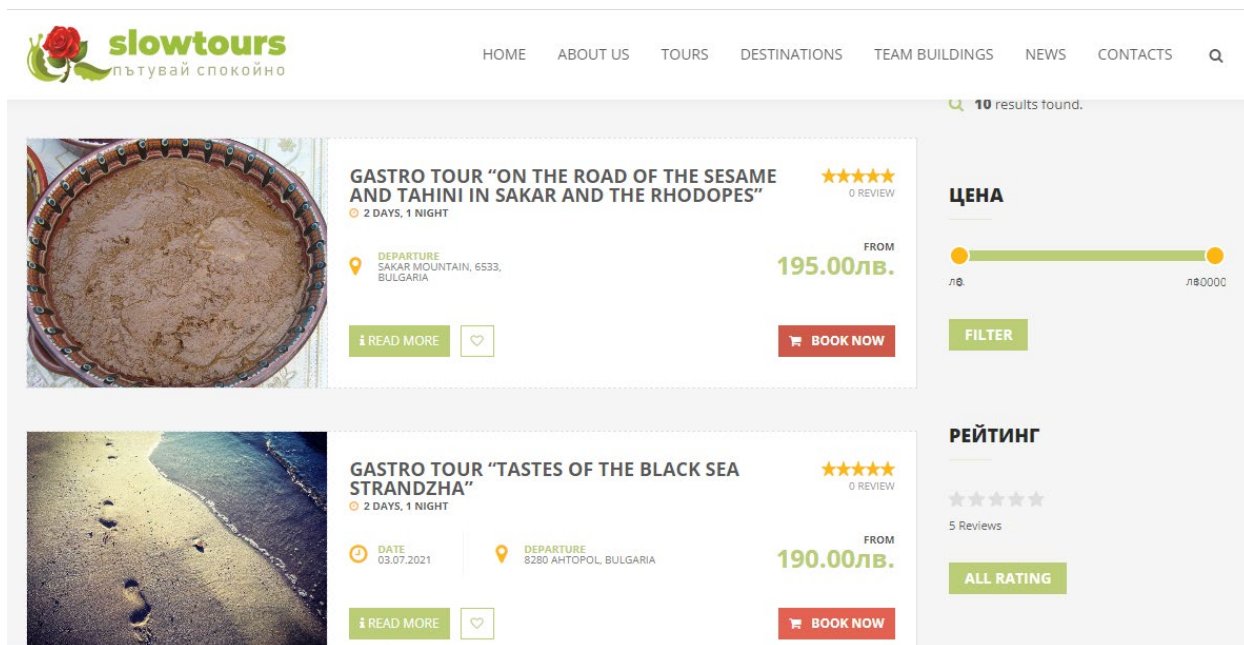
Since 2018 she is a licensed tour guide and tour leader. Her travel agency “SlowTours.BG” Ltd. organizes gastro, wine, adventure, and cultural tours throughout Bulgaria. Every trip is an adventure, full of emotions.

SlowTours.BG offers various tours around Bulgaria. Additionally, they offer the option of contacting them online and telling them where one wants to travel and what one wants to see. They come up with a proposal within 5 working days.

SlowTours.BG offers also teambuildings. Last, but not least, their webpage is organized in a way, that allows customers to search according to location, region, price, type of the tour and date. This makes the platform very user-friendly. To capture user's attention, various articles are featured on the page.

<https://slowtours.bg/en/>





slowtours
пътувай спокойно

HOME ABOUT US TOURS DESTINATIONS TEAM BUILDINGS NEWS CONTACTS

10 results found.

GASTRO TOUR "ON THE ROAD OF THE SESAME AND TAHINI IN SAKAR AND THE RHODOPES"
★★★★★
0 REVIEW
2 DAYS, 1 NIGHT
DEPARTURE SAKAR MOUNTAIN, 6533, BULGARIA
FROM 195.00ЛВ.
BOOK NOW

GASTRO TOUR "TASTES OF THE BLACK SEA STRANDZHA"
★★★★★
0 REVIEW
2 DAYS, 1 NIGHT
DATE 03.07.2021 DEPARTURE 8280 АХТОПОЛ, BULGARIA
FROM 190.00ЛВ.
BOOK NOW

ЦЕНА
ЛВ. 0 - 180000
FILTER

РЕЙТИНГ
★★★★★
5 Reviews
ALL RATING



БЕЛАСИЦА - В ПЛАНИНАТА НА СЛАДКИТЕ КЕСТЕНИ
ГАСТРОТУР 29-30 ОКТОМВРИ, 2022 Г.

9. Bulgariatravel.org

Bulgariatravel.org is the official Bulgarian tourism portal created by the Bulgarian Tourist Department.

A multilingual platform full of quality tourist information. In the platform one can discover more about:

1. About Bulgaria:

- Geographic location
- Traditional cuisine
- History
- Nature
- Lifestyle and Culture
- State Structure and Economy.

2. Destinations:

- Cities
- Villages
- Resorts
- Tourist Regions
- Routes

3. Types of Tourism:

- Cultural Tourism
- Ecological Tourism
- Sea Tourism
- Mountain/Ski Tourism
- Balneology, SPA and Wellness
- Wine and Cuisine

- Sport/Adventurous tourism
- Rural Tourism
- Congress Tourism
- Camping Tourism
- Sites Under the Aegis of UNESCO

5. Multimedia

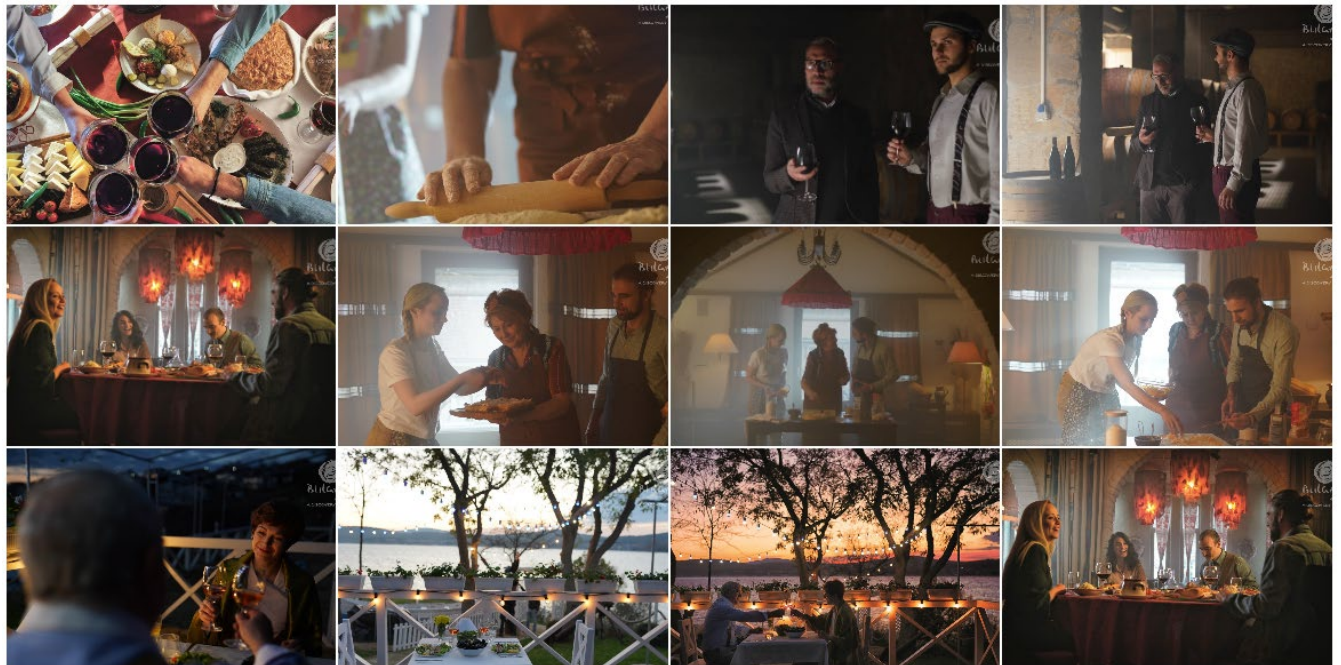
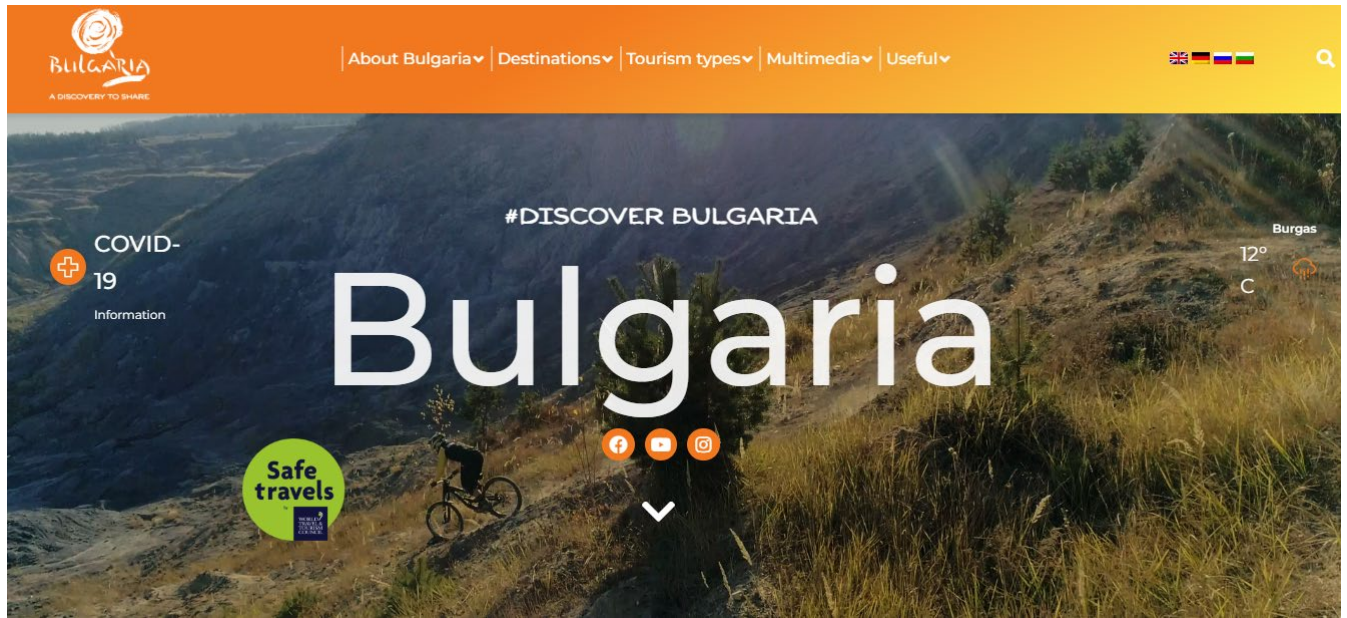
- Video
- Brochures
- Video recipes
- Virtual walks

6. Useful resources

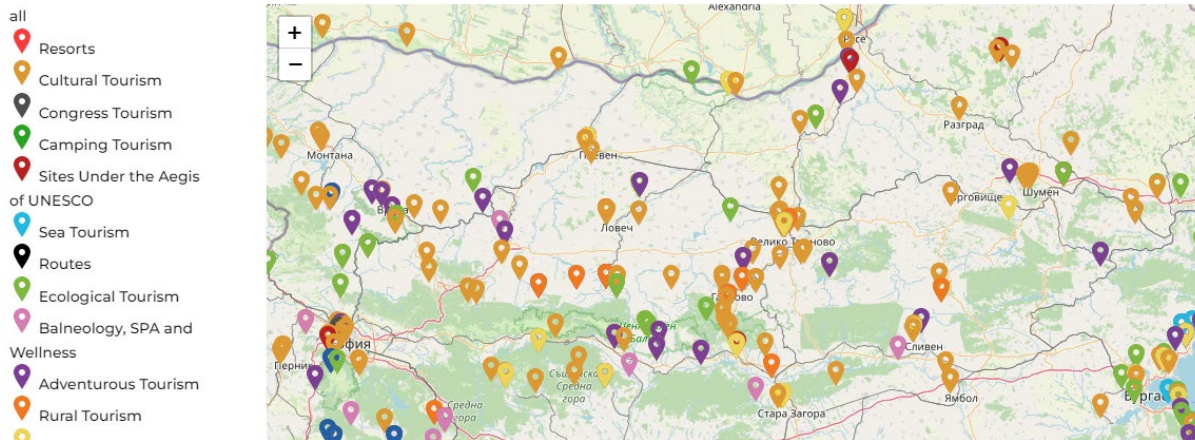
The platform also features more information on traditional specialities and wine varieties. In addition to the articles, the tourist can also find two digital brochures and youtube videos promoting Bulgarian cuisine and traditions.

The platform is extremely modern and visually attractive. The design of the site includes numerous eye-catching videos that invite the tourist to read and learn more. The platform's content is professionally presented - all photographs, videos, brochures and other media are high quality, high resolution, and branded with the platform's logo. Despite all the videos, the site is quick and easy to navigate; with an intuitive interface.

<https://bulgariatravel.org/>



Make your trip to Bulgaria an unforgettable experience.



10. <https://severozapazenabg.com> - promotion of Northwest Bulgaria

The mission of the platform is promotion of Northwest Bulgaria. The name of the website is a wordplay - it's a combination of "West" mixed with "preserved".

The daily mission of the platform is to share, discover and rediscover northwestern Bulgaria - the territory in the upper left corner of the geographical map between the Timok River to the west, the Danube to the north, the Iskar to the east and the proud Balkan Mountains to the south. This space is about the wonders, treasures, history and personalities of the Bulgarian Northwest. It's a crossroads of ancient civilizations and new tourist routes. The website is for all who love Northwest Bulgaria - for those born and raised in this region, for tourists, travelers, explorers in spirit, adventurers, lovers of extremely beautiful natural scenery, cavers, dreamers... For those who love to travel in space, but also in time - in the era of prehistoric man, who left his mark in the caves, in the epic times of battles in front of the fortress walls of the caves, in the moments of reflection in front of the breathtaking landscapes immortalized in the works of writers.

The platform is very rich in content: it includes information about tourist places, hiking routes, traditional recipes, vineries, projects in the region, stories, celebrations such as festivals, etc.

Around the cause to show how preserved is Northwest Bulgaria the founders united like-minded patriots with a fondness for history. They are patriots, not just on holidays, nature lovers, not just in campaigns and aesthetes, not just at cultural festivals. All partners strive to be sober-minded and objective in their material because they view this space on the internet with a duty and responsibility to the local people for whom they have become one of the main communication channels over the years. That is why the team tries to do their job professionally and meticulously down to the details. They are aware of the economic and social problems of the people of Northwest Bulgaria, and driven by the idea of lifting their spirits, they strive to keep a balance. In talking about the good things, they do not sugarcoat them too much and they do not add unnecessary pathos. In pointing out the sad things, the team does not focus on criticism and highlighting the causes, but rather focuses on possible options for solutions to the negative aspects of the lives of local people.

Northwest Bulgaria is an economically poor region, but spiritually very rich. Over the years, the platform's team has established a tradition of partnering with the regional centers of state archives, regional libraries, community centers, various associations, foundations, several non-profits, and established companies and small businesses. When intentions are pure, positive and noble, the spark easily ignites to build a nice fire that subsequently warms everyone.

Some of the partners are:

- Belogradchik Municipality
- Belogradchik Adventure Centre
- Restaurant-garden "Pri Ivan"
- Cow Farm "Blueberry"
- Winery "Borovitsa"
- Madonna Inn - Falkovets village
- Association "Light for Belogradchik"

- Clay houses - Izvos village
- Bedrock Guest house - Belogradchik
- Salon for naive and intuitive art
- Children complex - Belogradchik
- Children adventure camp - Stakevtsi village
- Turlak Society "Zdrebche"
- Belogradchik Tourist Centre

- Montana Municipality
- State Archive - Montana
- Geo Milev Regional Library - Montana

- Vidin Municipality
- State Archive - Vidin
- Regional History Museum - Vidin
- Vidinska Gamza Winery - Novo Selo village
- Regional Library "Mihalaki Georgiev" - Vidin
- Vidin Symphony Orchestra

- Vratsa Municipality
- Regional Library "Hristo Botev" - Vratsa
- "Vratsa Balkan" NP
- Vratsa Bicycle Society
- Association "Together for the dam. Association for the Vraka River
- Vratsa Software Society
- America for Bulgaria Foundation

The communication channel SEVEROZAPAZENA.BG offers opportunities for advertising and sponsored content. One can reach tens of thousands of users through the specialized tourism and economy website dedicated to Northwest Bulgaria that is trusted and prestigious.

All articles are published immediately and on the corresponding Facebook page with a relevant announcement. This further increases the target group to which advertising is directed.

Integrity and respect are of particular importance to the team and so they insist on promoting only positive messages from conscientious sources and every payment is invoiced. Various opportunities for sponsored content and banner advertising can be combined with discounts, and for projects related to culture, history and education they offer special deals.

The platform is an example not only of rich content, convenient interface, but also of a cause, skillfully combined with a commercial purpose, so that the site is self-sustaining. What is impressive is the network of partners that has been built to help preserve the cultural heritage of this region.

<https://severozapazenabg.com/>



СЕВЕРОЗАПАЗЕНА БГ

Преоткрий Северозапада, запази България!



ИСТОРИЧЕСКА РАЗХОДКА ▾ ОБЛАСТИ ▾ ЗАБЕЛЕЖИТЕЛНОСТИ ▾ ТРАДИЦИИ ▾ **КУЛИНАРИЯ И ВИНО** ▾ ТУРИЗЪМ ▾ ПРОЕКТИ ▾

Начало > Кулинария

КУЛИНАРИЯ



Забавления ▾ Кулинария ▾ Новини ▾ Общи



Кулинария



Забавления ▾ Кулинария ▾

СЕВЕРОЗАПАЗЕНА БГ

Преоткрий Северозапада, запази България!



ИСТОРИЧЕСКА РАЗХОДКА ▾ ОБЛАСТИ ▾ ЗАБЕЛЕЖИТЕЛНОСТИ ▾ **ТРАДИЦИИ** ▾ КУЛИНАРИЯ И ВИНО ▾ ТУРИЗЪМ ▾ ПРОЕКТИ ▾

Начало > Култура

КУЛТУРА



Градска среда ▾ Забавления ▾ Култура ▾
Култура и развлечения ▾ Новини ▾ Общи ▾



Култура ▾ Личности



История ▾ Култура ▾ Личности

11. Quinta da Pacheca - Wine Barrels: sleep in a giant wine barrel in the heart of Douro Valley

Quinta da Pacheca is a famed estate, that has incredible accommodation options. One of its offers is the incredible opportunity to sleep in an incredible and unique giant wine barrel in the heart of Douro Valley. Ever since its launch, it has been the top choice to spend the night for all wine lovers.

Located near Port wine town and the cruise center of Peso da Régua, Quinta da Pacheca is nearly three hundred years old, standing as one of the first properties to bottle wine under their label. Entirely restored and concerning its traditional architecture and features, it also blends modern design with historical ambience.

Quinta da Pacheca shows how it's possible to turn wine tourism into something creative and innovative while creating more revenue. These wine barrels were created as a bold architectural project of suites to reinforce the originality of the wine tourism offered at the site.

<https://quintadapacheca.com/pt/pages/quinta-da-pacheca-wine-barrels>





12. Feira das Colheitas/ Harvest Fair, Arouca, Portugal

This is not a business itself, but it is a good way to promote regional business in the countryside, which is the case of the Feira das Colheiras, in Arouca. This is the official festivities of the municipality of Arouca, of relevant grandeur, which are held every year in the last week of September.

Given its cultural, folkloric, rural, and recreational characteristics, at that time, thousands of foreigners from all parts of the country and also from abroad flock to Arouca, as well as people from Arouca scattered throughout the country and the four corners of the world.

These festivities include various activities, namely musical concerts, traditional dances, various competitions, such as the “National Competition of the Arouquesa Beef Breed”, the “Contest O Vinho Verde de Arouca” and the “Contest the Best Homemade Bread”, exhibitions of fun and fireworks sessions.

Arouca takes to the streets in these days of great conviviality and joy! The town center is full of life. At the table, delicacies such as the Arouquesa breed, conventual and regional sweets are savoured, and, here and there, a good mood reigns.

A party without good food is not a party, and that is the case with this festival. This kind of regional event attracts citizens from all around the world to visit the region of Arouca at least once a year, to appreciate the festival, eat traditional food and to contact with folkloric traditions.

This event is positive in economic terms, but it adds value to the cultural heritage present at the festival, from the workers that have their restaurants open and sell their products. It is an excellent opportunity to get their business visible to reach different target groups.

<https://visitarouca.pt/eventos/feira-das-colheitas/>



13. Movies in the vineyard, Portugal

"Cinema in the Vineyard" is the Cinema Cycle of the Vinho Verde Region, usually exhibited in the months of July and August around some of the vineyards that produce green wine in Portugal. All film screenings are accompanied by a tasting of different profiles of Vinhos Verdes (Green Wine): from light, fresh Vinhos Verdes, to mineral, complex, and structured Vinhos Verdes. Settle in the grass and watch the movie while enjoying your glass of Vinho Verde.

The sessions occur in regions like: Porto, Amarante, Ponte de Lima, Cabeceira de Basto and Lousada, crossing city centers and rural areas.

The promotion of cinema sessions in vineyards is extremely attractive not only for tourism but also for citizens. This is a great activity to try different wines, visit different places and appreciate the pretty views that the vineyards offer.

Furthermore, this project has a special aspect that is related to the themes of the movies. This year they've focused on classic movies related to the power of images and the relationship that cinema, as well as journalism, establishes with the notion of truth. The purpose was to focus on the influence of the way people interpret the world. Cinema allows us to reflect on this way of seeing the world, complexifying ideas of truth and reality. These films contain scenes, characters, or stories related to journalism and the press, highlighting this search for truth that is almost always broken.

<https://www.vinhoverde.pt/pt/noticias/cinema-na-vinha-2022>





14. Agritourism in Quinta Calçada do Souto

Quinta Calçada do Souto is a farmhouse located in the demarcated region of Vinho Verde (green wine), in Northern Portugal. It has 5 acres of vines for green wine production, a pinewood, and a brook. In this property, you can take long walks through the vineyard, where you can observe and participate in activities related to the production of wine and enjoy the pine forest or go fishing in the brook.

The houses are built in the XIX century, with granite. This is a place for people to discover the charms of rural life. Its decor is contemporary, combining however the ancient and modern styles. Different from the other study cases, in Quinta Calçada do Souto, the visitors can relax and enjoy the stay, but can also do some different activities, like fishing, work on the production of wine and enjoy the pine forest. Those aspects put together rural characteristics with gastronomy in a great way, creating the perfect environment for anyone interested.

<http://www.quintacalcadadosouto.com/en/precosen.htm>





15. Rota do Petisco

This is a one-month gastronomic route, launched in Portugal, in which participants are guided by a "passport", which aims to promote restaurants and commerce in the Algarve region (13 municipalities and 290 establishments), through the dissemination of traditional Portuguese gastronomy, the revitalization of the participating locations and social and cultural entertainment. It also has a diversified offer according to the public.

Compared to Camino de Santiago, this incredible route provides a passport to the visitors that will have the document stamped every time they go to a specific restaurant. Also, they offer discounts on public transport and many other services. This idea promotes many different small and medium rural restaurants that belong to the route that the participants must pass.

<https://www.rotadopetisco.com/en/>



16. La Cerquetta Farmhouse - Agriturismo La Cerquetta

The Agriturismo and Wellness Center La Cerquetta is located in a green corner that is only a few kilometers from Rome, it is in fact easily accessible from the city center and the surrounding province.

A small Eden in which to take refuge to find yourself in nature and absolute relaxation. The structure is immersed in an extensive and very well preserved area, in fact, a restaurant, a small hotel, a wellness center and a farm are part of the complex.

In full harmony with the environment and with a tourist proposal strongly focused on ecotourism, in this farmhouse we try to pay the utmost attention to the relationship with the environment so the owners strive every day to serve genuine local food, to take care of the animals with love and attention and to take advantage of nature to create clean energy thanks to our photovoltaic and solar thermal panel system.

You will get to know a familiar and welcoming environment and get in touch with a little rural paradise.

Agritourism means tranquility but also pleasant atmospheres cheered by the presence of greenery, far from the oppressive air of the city. The simple vacation turns into a travel experience, with the possibility of re-establishing and recovering contact with the natural environment. The beauty of this green oasis is combined with Rome's renowned gastronomic culture, ensuring an ideal stay for the discerning but budget-conscious tourist. The extreme proximity to the hub of Rome makes it all the more attractive.

Underlying the project is a principle of eco-sustainability developed around the idea of the ZERO Mileage Farm. The aim is to introduce natural products into their kitchen in order to delight customers with wholesome foods and traditional preparations. Here they produce completely independently the flours with which focaccia and cakes are kneaded, or fruit jams and some

cheeses. The rest of the food served is purchased from neighboring businesses that are guided by their own principles of quality.

From the garden to the stove, the transition is direct and free of any contamination. Culinary experiences of this kind become indispensable not only for pleasure but also for the culture of each of us because we are going to recover flavors and scents of a time that we risk losing as the years go by.

The concept of ZERO Mileage Farm aims at the revalorization of the territory, preferring seasonal ingredients and produced in the fund or in neighboring farms, exploiting the potential of the territory without reducing it, however, to the minimum, in the sign of a healthier, balanced and environmentally friendly diet.

In their fund they grow wheat, vegetables and fruit trees, especially cherry trees. Then another great resource is farmyard animals.

Hence the project of the Educational Farm was born. It is developed around the idea of environmental and food education. It is ideal for children and young people, because they learn in a direct way about nature and animals. It is an activity whose main purpose is to bring children closer to rurality and its often unknown taste. It is an 'essential experience for the youngest children born and raised in urban environments, distant from the natural reality that surrounds us.

So many children born in Rome or other big cities, often do not know the extreme beauty of an unspoiled environment such as that of La Cerquetta. The Fattoria Didattica proposes and informs guests about the path from the cultivation of a product and through its ripening to what ends up on the plate.

From harvest to cooking, promoting natural contact with the earth and the garden. From orchard to jam, from sheep's milk to cheese. This activity aims to promote an often ignored integration between people and rurality, spreading the principles and extraordinary importance of peasant culture to new generations.

The fundamental importance of the approach between children or young people and animals is now well established. First of all, the horse. Children, endowed with extreme sensitivity, will be able after contact to grasp the signals sent by the animal, benefiting from it as a true educational experience. This will enable them to get to know them and consequently approach and interact with them without the danger of a wrong approach. Deduce how to interact with animals actively, trying their hand at this enjoyable game in the first person.

An educational course is proposed that also involves adults, with the aim of guiding them in contact with nature.

The Educational Farm educates children and adults about the food cycle, animal and plant life, and a truly conscious respect for nature.

www.agriturismolacerquetta.it







17. La Buona Terra Biological Farmhouse - Agriturismo Biologico La Buona Terra

The farm and the farmhouse "La Buona Terra" are immersed in the Paduan countryside, in a territory crossed by waterways and enriched by the presence of the Euganean Hills, a few minutes from Padua, Vicenza and Venice. In the quiet you can relax your body and mind but also enjoy countless activities.

'La Buona Terra' is a project born in 1999, strongly desired by the passion and love for the land of Luisa and Domenico. Hospitality, cuisine, educational farms and organic farming come together in this farm: a rural reality in the heart of Veneto.

Descendants of peasant families, the owners want to show you the wonder of life on the farm.

Wellbeing and respect are the two principles on which this farm is based. With care and passion cattle, pigs and laying hens are raised.

The farm is located in the countryside of Padua, in Cervarese Santa Croce in the province of Padua.

The animals are treated with respect and care, fed with natural elements from the farm. This makes the products healthy, tasty and rich in taste.

The animals live outdoors taking advantage of large spaces in the green, in fact the farm extends for about 15 hectares between crops and breeding.

This family has been breeding cattle and pigs for meat for generations, taking care of the quality of life of the animals, guaranteeing them the opportunity to run, play and splash in the mud without ever forgetting their well-being.

There is also a small breeding of laying hens giving them the opportunity to roam freely in a large space dedicated to them.

In addition, wheat, barley, rye, marano maize, seasonal vegetables in the open field, fruit orchards of drupaceae and fodder for breeding are cultivated in their fields.

This farm gives the opportunity for customers to enjoy and enjoy sports activities. In fact, they can rent a bike to discover the area, make organized excursions, climbing, yoga in nature and guided bike tours.

If you like the outdoors, in nature, if your ideal holiday is in a tent and/ or camper, at "La Buona Terra" is an opportunity to live in the countryside, to experience the experience of falling asleep with the chirping of crickets and wake up with the crowing of the cock.

The farm offers in the green area of the property a camper stop and tents, to live in freedom and in contact with nature in a small campsite, so quiet and family but equipped with all services.

Another strength is surely the restaurant.

Another strong point is definitely the restaurant.

The restaurant is the means that we use to let you taste the fruit of our work, in fact the raw materials that work are in great majority coming from their company, are produced bread, pasta, preserves, jams and much more.

Forget the ordinary concept of restaurant, they are primarily direct growers!

You can taste the vegetables of the garden, bread and cakes made with their flours, meat from their farms, their eggs...

The menu is fixed, so you will not choose the individual dishes but the menus proposed, traditional or vegetarian, different every week so that you can fully appreciate the seasonal products of the company based on availability.

Every season its fruit because everything has its time and in its season the maximum peak of taste!

www.buonaterrabio.it





18. Farmhouse Santa Brera - Cascina Santa Brera

In the heart of the Southern Agricultural Park, an old farmhouse rich in history, restored with the principles and materials of green building, offers its guests 34 hectares of protected environment, cultivated with organic farming methods. Only 10 km from Milan you can find 40 beds in rooms and mini-accommodations as well as a catering service based on organic raw materials. Direct sale of honey, organic eggs from pastured hens, meat, cured meats, preserves, and fresh organic fruits and vegetables.

Cascina Santa Brera's project is inspired by the ethical principles of permaculture:

- taking responsibility for one's life
- taking care of the earth
- taking care of people
- equitable sharing of resources

How can they be applied in an agricultural setting such as this?

- by practicing organic farming
- by maximizing biodiversity
- by encouraging wildlife life
- allowing free access to visitors for a walk
- respecting the needs of animals raised even beyond the organic specification
- allowing those who join the "adopt a garden" project to personally harvest their own vegetables
- organizing guided tours and in-depth meetings open to all

- by teaching those who want to take up farming the techniques and principles useful for fostering results
- by hosting volunteers and students from around the world for an exchange of experiences and cultures by increasing jobs
- by producing healthy food for residents, subscribers and all customers
- by educating children and families about environmental and social responsibility

Multiple interesting and innovative activities are offered at this farm!

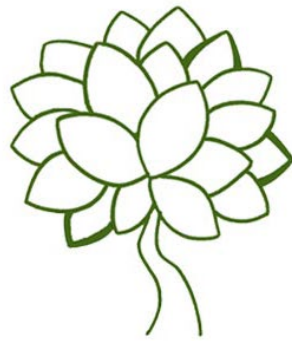
Cultural initiatives - In fact, in collaboration with the Cascina Santa Brera Cultural Association, guided tours and courses are organized to learn about organic farming, the environment, life in the fields, farm work and permaculture (sustainable use of the earth). Many courses and short workshops are also scheduled, including self-production of soaps, self-building straw bale houses, organic horticulture, recognition and use of wild edible plants, green building, and many others.

Cascina Santa Brera organizes a guided tour of its facilities, vegetable gardens and orchard for groups of at least 4 people with the possibility of stopping for lunch. The tour lasts about an hour and a half and includes an introduction to permaculture principles, which inspired the Cascina's restoration project and are the guidelines for agricultural and social activities.

The "Adopt a garden" activity is proposed: individuals and families interested in eating healthy, fresh, organic vegetables at km 0 can join the "adopt a garden" project, which involves paying a flat fee to access the garden, harvesting vegetables themselves for their own needs.

But there are activities for younger children as well: The "full-sky" parental education project offers an integrated educational approach to traditional education. Children will learn "classical" subjects with a teacher who will accompany them along the way, carrying out a child-friendly annual educational project. In addition to classroom lessons, children will get to experience and learn by gaining direct outdoor experience on an organic, ethical, permacultural farm.

www.cascinasantabrera.it



azienda agricola e agriturismo

*Cascina
Santa Brera*
semplicemente bio





19. Farm Pasque - Fattoria Pasque

Pasqué Farm is located in the town of Casale Litta on the green hills surrounding Lake Varese. Established in 1976 as a livestock farm open to the public, it has developed over the years a remarkable ability to welcome and entertain visitors, until it has become one of the best-known and most popular agritourisms in the Varesotto area.

It is particularly popular with families with children, who appreciate it for its informal and relaxing atmosphere, the presence of numerous domestic animals, the quality of the cuisine, the varied play and educational activities, and the possibility of organizing original birthday parties.

At the same time, the Pasqué farm, thanks to a large accommodation capacity and a wide range of proposals, is able to accommodate large groups for ceremonial banquets, school groups, and summer centers for educational activities. Even in bad weather, it is a pleasant place because the major areas of interest are covered by canopies and the pedestrian area is paved with bricks in order to prevent the formation of mud. The farm is open to the public every day of the year from early morning to late evening. The farm restaurant is open every day of the week for lunch, and every night of the week for dinner except Tuesday evening.

The farm's activities are carried out in three distinct but well-integrated areas; livestock production, agritourism and education.

Each year Pasqué produces about 150,000 liters of milk, which is partly processed into typical cheeses at the farm's dairy and partly used as the main ingredient in the farm's own renowned ice cream. In addition, meat animals of various species are raised - cattle, pigs, sheep, goats, poultry and rabbits - whose fine meats are used in the farmhouse kitchen. The farm store sells cured meats, cheeses, poultry and rabbits, honey, ice cream, and cakes, all from the farm's own production.

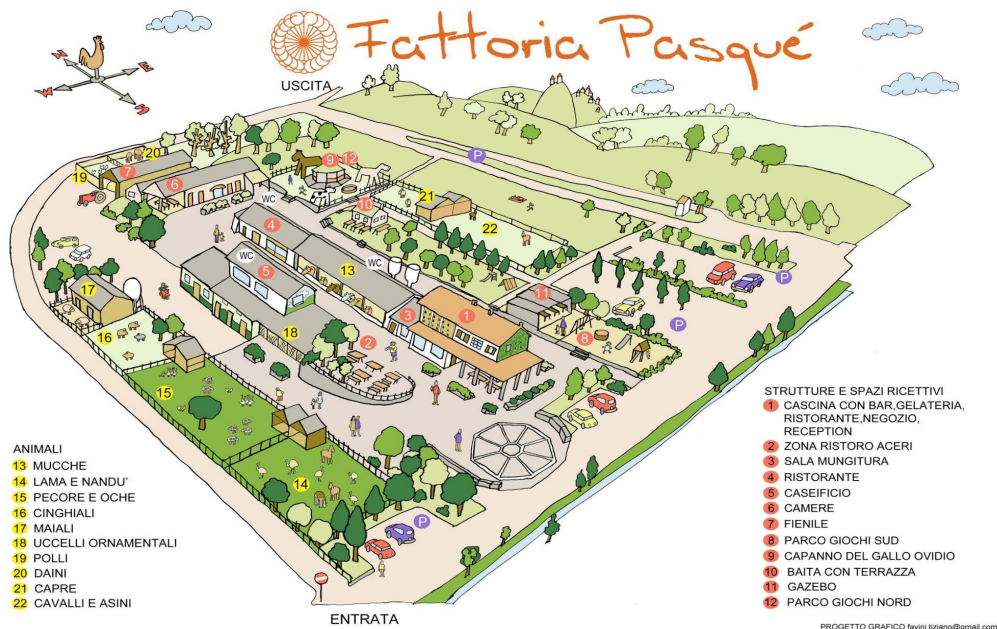
Although it is a true farm, Pasqué has equipped itself to worthily welcome visitors. Large halls and three more intimate rooms are available for dining, as well as several outdoor areas that can

be used in warm weather. Recently the farm has equipped itself with lovely rooms for overnight guests. For children, there are two playgrounds and large meadows for free-flowing frolics.

Also for children, the farm offers creative and educational workshops, Monday through Saturday for school groups or other groups, on weekends also for the little ones visiting with their families.

www.pasque.it





20. S. Anna Farm - Azienda Agricola S. Anna

The Paleari Henssler family, for four generations have handed down a passion for agricultural work and with animals, as well as a great love for nature. The Sant'Anna Farm was founded in 1939, then they had 35 cows of the Bruna Alpina breed, whose milk was sold directly to consumers, but also flourishing vineyards overlooking Lake Pusiano, thanks to which they produced the white wine "S. Anna".

Since then the owners have been working in the barn, in the kitchen and outdoors in the fields, but they have also always cultivated a taste for hospitality: that's why every guest feels special... and has the warm feeling of "coming home."

The restaurant is reminiscent of warm country homes, with the simplicity typical of the peasant world, the warmth of the stove and the beauty of being able to eat outside on summer days.

In addition to this, they like to take care of all the details: from the freshness of the ingredients with which the healthy and mouth-watering dishes on the menu are created, to the care of the table and all the rooms.

In the heart of the facility, just a stone's throw from the milking parlor, is the dairy: through the large window, customers can discover all the secrets of dairy making, observing a process that combines scientific knowledge with artisanal wisdom.

Many delicious dairy products are produced, but one of the real specialties is ice cream: composed of 90 percent freshly milked milk, it is a treat for adults and children alike!

You can, in addition, buy the products at our store.

There are several strengths in this facility.

At Sant'Anna, next to the pastures and stables, there is an equestrian center with its own horses, where you can approach the magical world of horseback riding.

Ludovica, a federally qualified instructor, will accompany you in individual or group lessons lasting one or more hours. Anyone can ride a horse, whether someone who has never been on one, or someone who wants to try their hand at show jumping, to pursue a competitive career.

Also, during the summer period, in addition to riding lessons, pony weeks are organized for children who, with their peers, can spend unforgettable days among games, rides, horses and good air.

Children are welcomed at 9 in the morning and accompanied to prepare the ponies to ride. They then attend the riding lesson with Ludovica, which will end with a rich lunch prepared with the genuine ingredients of our restaurant.

In the afternoon, children can enjoy the pool or experience other activities with ponies. It will then be time for a snack, where you can enjoy fresh yogurt or super-ice cream produced on the farm!

Cultivations and farms in an extremely healthy area allow the production of food with intense tastes, unforgettable scents and unique nutritional characteristics.

The economic and qualitative balance of agricultural and food production has been found in this area between hill and mountain, which is considered to be disadvantaged because the work is much more complex and its cost is higher than in other lowland situations, developing the protection of the environment and enhancing its natural beauty.

The Sant'Anna Farm is proud to produce a precious food, namely milk and to allow everyone to enjoy it during the day, quality, whole and genuine, to rediscover the true flavors.

Their milk is filtered and refrigerated, it is not subjected to any treatment, unlike the industrially packaged one, and for this reason it keeps all the vitamins and nutritional qualities unchanged.

s.anna1939.com





21. Amanita Guesthouse: Accommodation and Farm-to-table, all in one

Amanita Guesthouse is located in Tsagkarada village on the east side of mountain Pelion, in the mainland of Greece. It takes around 4 hours to reach the place from Athens by car. The unique experience when being there is not only the picturesque landscape, surrounded by huge plane trees, small rivers and rich fauna; you also have a magnificent view to the Aegean sea, where you can actually go to the beach and swim all year long. Additionally, you are able to enjoy the tranquility and peacefulness but at the same time you may do mushroom hunting and foraging. The owners are delighted to introduce you to different species, can help you identify and collect them so as to explore Greek fauna and enjoy its taste.

Last but not least, you have the opportunity to taste local gastronomy: All dishes offered there are produced from fruits & vegetables from the Guesthouse's organic garden. Cooking workshops are also offered to guests and people in general, who are interested in food tasting and experimenting, in order to familiarize themselves with local cuisine and prepare a meal, like Greek people do.

Amanita Guesthouse is an exquisite way of spending your holidays, while enjoying local recipes and feel close to natural beauties. The innovative aspect of this experience is definitely the food preparing and tasting in its original place, where all ingredients are organic and accessible; so, you do not just collect them by hand, but you can also combine them based on traditional recipes, some of them inspired by and in line with the flexitarian diet.

<https://www.amanita.gr/>

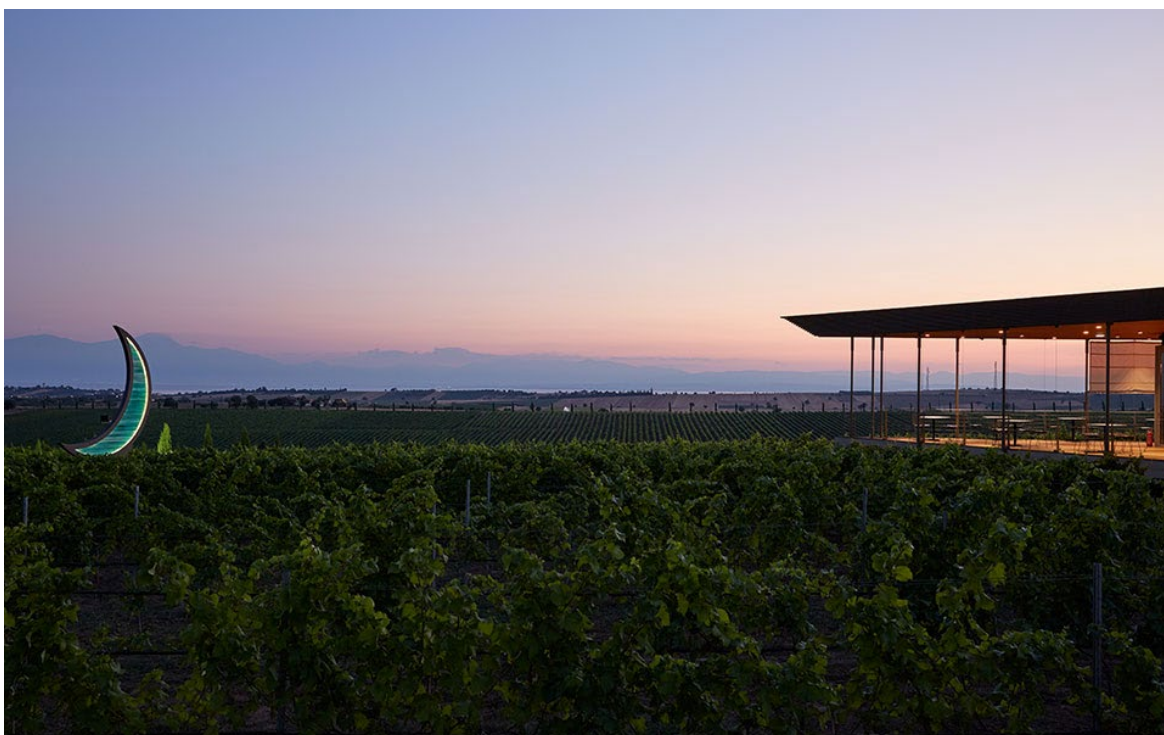


22. Ktima Gerovassiliou

Ktima Gerovassiliou is a family farm which is located in Epanomi, southeast of Thessaloniki. It is known for its wine produced by its beautiful vineyard, and it is highly recommended for those who love tasting wine. The guests can also involve in training seminars that the farm organizes; they can, even, visit the Gerovassiliou Wine Museum which has a wide collection of viticulture, winemaking, bottling and cooperage tools from around the world, and it reviews the history of wine production.

Ktima Gerovassiliou is located on a nature oasis and the wine produced come from its own vineyard. Visitors not only can taste all types of wine, but they can also participate in training seminars that the farm organizes. In addition, they can learn about the history of the making of wine by visiting the Gerovassiliou Wine Museum.

<https://www.gerovassiliou.gr/>





23. Guest House Anemi

Guest House Anemi is an alternative hotel located in Kato Pedina, Trikala. It is a traditional guest house of Epirus which has a view to the highlands of Zagori and it embodies the traditional village house. The visitors can participate in different types of activities, such as wool handicraft workshops and loom weaving, walks in the rain, mushroom picking and cheese making. The dining room is communal, making human relationships warmer.

Guest house Anemi is a good way to spend your holidays in an alternative way. Visitors can enjoy the beauty of Zagorochoria and participate in local activities; in particular, they can learn how to make traditional dishes and collect the ingredients for a meal, such as mushroom picking and cheese making. But the most important thing is that all these ingredients are fresh because they are local.

<https://anemi-zagori.gr/>





24. Ourania Guesthouse

Located at the foot of Mount Olympus, the highest mountain of Greece, Ourania Guesthouse represents the traditional village life, and it embodies the true Macedonian architecture. It is found in the picturesque village of Palaios Panteleimonas, an oasis of nature that also has a view to the sea. The guesthouse offers sustainable breakfast, which is produced by the local Women's Cooperative, eggs from the family other and other traditional recipes. In addition, the owners of the pension work with small producers to support the local economy.

Ourania Guesthouse fully supports the sustainable tourism; the property has maintained its architectural elements and it has only added some old-world luxury. Regarding the meals, it fully supports the local gastronomy and the local economy; the owners only choose for the small producers, and they opt for the materials produced by the local Women's Cooperative.

<https://ecotourism-greece.com/hotels/ourania-guesthouse/>





25. Idili Guesthouse

Idili Guesthouse is located in Rethymnon, Crete and it is a gorgeous stone-built family pension. It is surrounded by orange and lemon trees, herbs and indigenous plants, making the connection with nature more direct.

Idili Guesthouse was a historic house built towards the end of the 19th century and the owners renovated it and divided it into 3 apartments. Furthermore, it promotes the local gastronomy; the meals feature authentic local flavors and guests have also the opportunity to take cooking lessons and learn how to make local recipes. Last but not least, the owner fully supports the sustainable development of tourism, as he is an advocative of the local heritage, biodiversity, tradition and gastronomy.

Idili Guesthouse is a property which makes the difference. It fully supports the local gastronomy, and it encourages the visitors to taste the local recipes and, even, take cooking lessons in order to learn how to make them. In addition, it embodies the sustainability of tourism because it has solar water heating, organic olive-oil toiletries, energy efficient appliances, and it promotes slow food and organic food products.

<https://ecotourism-greece.com/hotels/idili-guesthouse/>





26. Digital Marketing through Social Media - synergies with digital influencers/bloggers/opinion leaders

This concept reveals how to communicate with followers, fans, network partners and customers. Social media management in the context of destination marketing can be internal and external. An important factor is choosing the right social media channel for the target group. Then the content of the materials for publishing and the development of strategic partnerships through Social Media must be structured.

Working with digital influencers/opinion leaders is essential at the beginning.

Create a database where all customer information is recorded by employees and provides real-time access to it with a single click. This way you can anticipate customer requirements, record some alarming behavior and help to establish a marketing plan according to the typology of the company's clientele. Before the official company pages are created online on various platforms, an analysis of the target audience must be performed to identify which platforms the traveler uses to access information or to communicate with the service provider. Online presence is recommended to be provided both on social networks (Facebook, Instagram, Twitter, TikTok) and on travel platforms (search engines for tourist purposes) such as TripAdvisor, Booking, Expedia, Airbnb, etc.

Blog examples:

1. THE BUCOVINA IS WAITING FOR YOU ON HOLIDAY TO GET TO KNOW HER BETTER! (<https://vacantainbucovina.ro/blog-bucovina/>)
2. Promotion of pensions and hotels. Influencer marketing on your own (<https://auracalatoreste.ro/promovare-pensiuni-hoteluri/>).

Social media as a marketing tool helps companies save costs, build and strengthen relationships and communicate with the public. Currently, most marketing strategies cover measures related to social media.

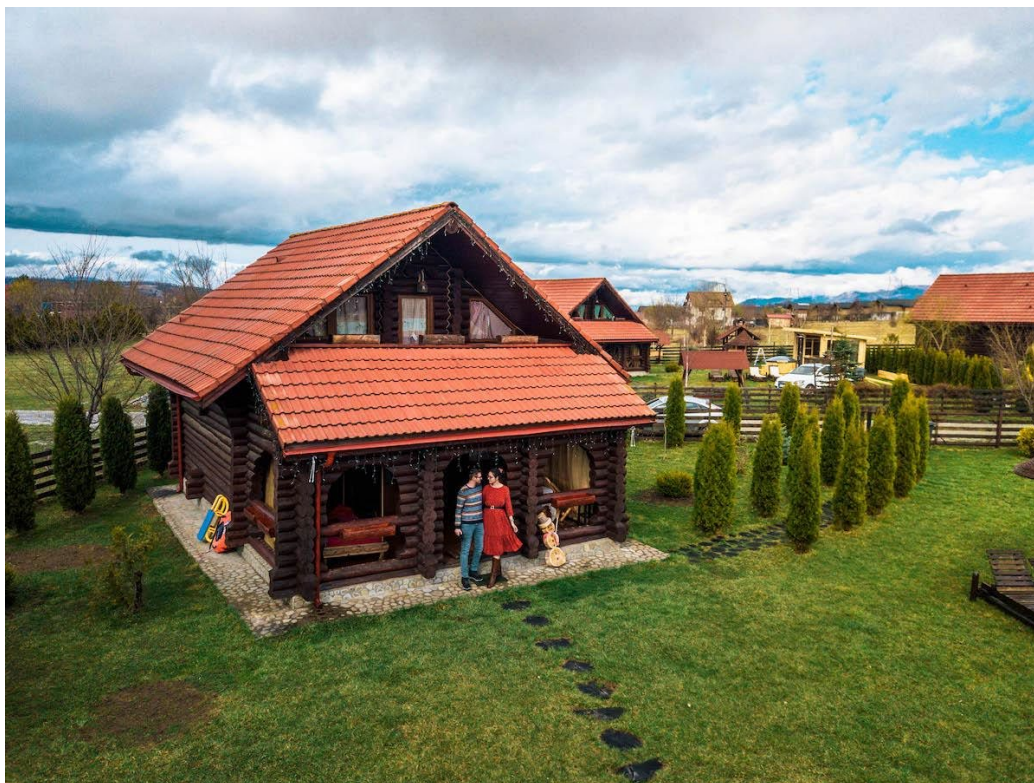
The main advantage is to reach customers from different parts of the world and receive feedback in real time using minimal resources. Cultural travelers rely on information provided by so-called "travel influencers" to show the authentic part of the visited destination.

Setting up your own blog is another strategy of course. You can integrate all of the above mentioned channels and still have the possibility to host your own. talk to your own. website. WordPress is the most widely used blogging software today, and it takes less than an hour to set up a blog.

Website: <https://vacantainbucovina.ro/blog-bucovina/>

<https://auracalatoreste.ro/promovare-pensiuni-hoteluri/>





(Source: <https://auracalatoreste.ro/promovare-pensiuni-hoteluri/>)

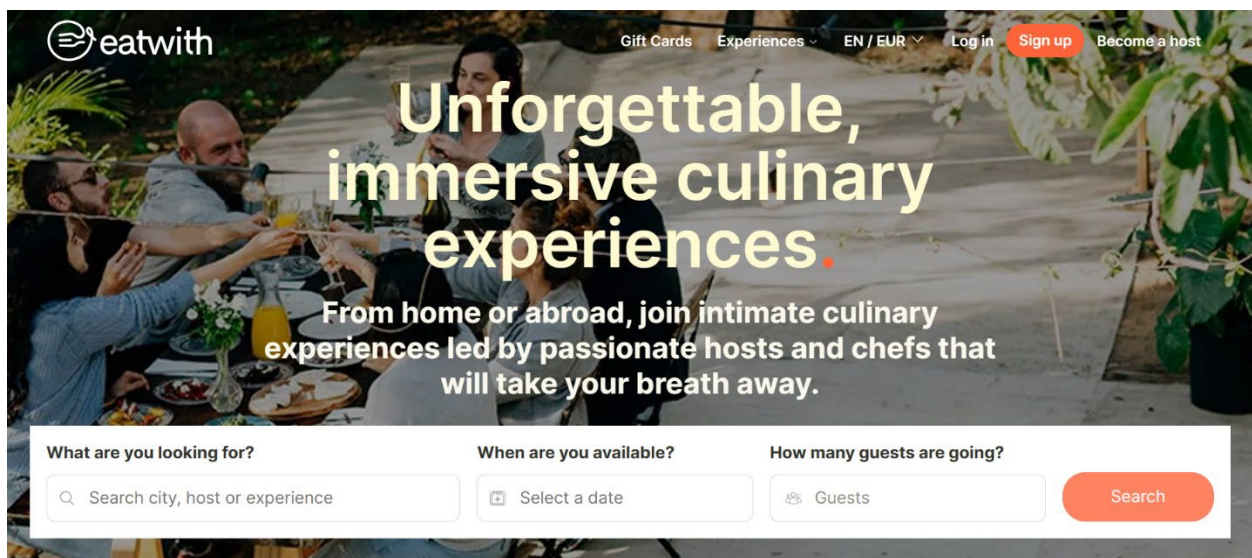
27. Cookening – New concept of promoting traditional recipes

In Romania, the concept of cookies is not currently known, but it can be an idea to promote traditional recipes in rural areas. Cookening is a platform that allows users to connect with people from different cultures by attending or hosting home-cooked meals. The startup provides travelers an opportunity to experience authentic, local cuisine in the city they’re visiting, and for the hosts to meet new people. Cookening charges a commission of 16.7% per meal. The company started in France and has since expanded to over 30 countries.

Functionally the same as Airbnb, Cookening is a place where amateur chefs can sell home cooked meals to travelers who’re cool with eating in some random dude’s dining room.

This platform promote the identity of cultural heritage rural gastronomy including: recipes, dishes, ingredients, raw local materials and local producers, old kitchen facilities. The novelty is given by the fact that any person can market products made home made through this platform.

Website: www.cookening.com





(Source: <https://www.eatwith.com/>)

28. LOCAL PROMOTION PLACE– FOOD HUB- POP-UP STORIES

The modern times in which we live also bring new terms. Which globalization, the opening up of markets, has “forced” us to use. One of them is the food hub. it is a system that connects local producers and consumers. It is an initiative, part of a food chain, which, in the form of an online store, sells agricultural, processed products that come only from local producers. It reconnects small and medium-sized farmers with the local food-loving consumer or with the gastronomic business that is interested in good quality ingredients. Some have called food hubs

food banks, others mobile markets or even urban agriculture. This concept represents a culinary experience that capitalizes on the fresh ingredients that nature has given us, Samsara Foodhouse offers you a series of unique events, pop-up, with wine pairings and non-alcoholic drinks tasting menu, in a non-conformist social setting, away from the weekend routines. The promotion of this site is in various forms. One of them is the pop up stories site.

The concept brings the ingredient closer to the consumer, bringing benefits to everyone involved, from farmer to consumer. Basically they took the traditional food from grandmother's kitchen and reinterpreted it to the times in which we live, so that it is attractive not only in terms of taste, but also visually and how to prepare. Learning from the ancient principles by which the communities of our ancestors fed and adapted to modern times, we are shown a sustainable perspective of the future. The Samsara Foodhouse people have been adhering to for some time by adopting the farm to table concept.

In Romania, the concept is relatively new and so far there are only five food hubs throughout the country. The basic idea is to help the local producer they put in touch with the consumer. And this, in turn, benefits him because he is offered good, quality food. Such an initiative also ensures the development of the community. The food hub is a binder, a bridge in the short food chain from which all parties involved benefit. Manufacturers have access to information that can help them to further increase the quality of the products they obtain and thus cope with the demands of the market and the competitive system. Integration into a food hub can cover some shortcomings that small producers often encounter: Infrastructure gaps: Distribution methods; then know-how: Marketing knowledge, product promotion, brand building, management, consulting in various forms they normally do not have access to; the informational ones if they do not know the markets or various contacts that can facilitate the sale of the products.

Website: <https://madelocal.ro/farm-to-table-samsara-pop-up-stories/>



(Source: <https://gradina.clujului.ro/ce-este-un-food-hub-abordare-detaliata-a-unui-concept-ce-castiga-tot-mai-mult-teren/>)



(Source: <https://gradina.clujului.ro/ce-este-un-food-hub-abordare-detaliata-a-unui-concept-ce-castiga-tot-mai-mult-teren/>)



(Source: <https://ecolocal.md/galerie/>)

29. Storytelling in the context of digitalization: Promoting and preserving the uniqueness of the rural area

This concept involves the development of tourism products by presenting a story. In general, communication with the audience is accompanied by a visual concept, slogan, messaging, set of designs adapted to various communication platforms and environments, general or specific video spots, etc.

Architecture and gastronomy of the past (Pension Maria - accommodation and tourism activity, Lupulescu Mărioara România)

Pension Maria was opened in 2015 with the aim of providing visitors with sustainable accommodation services. Maintaining the uniqueness of the area is a key value for the business, and cooperation with the local community is one of the most important factors in management. At the beginning of the business, Lupulescu Marioara asked for European support to help cover some

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of the expenses, and along the way he learned useful advice from his colleagues and acquaintances, such as listing the hotel in Booking, so that people who visit the area and are looking for accommodation can find the place easier. She also began offering visitors traditional local dishes made from local products, which became very popular with guests. Neither Mrs. Lupulescu nor her husband had any experience in the field of tourism before opening the guesthouse, but together with the local community they started a series of projects to bring events and life to the area, to make the region more alive for locals and more attractive for visitors. One of these events was a summer festival for the whole family, which has been going on for four years now. The activity together with the local community brought several events and life in the area, benefiting both the accommodation business and the local community.

Another example of preserving authentic traditions is that of a family from Gura Humorului. It is a project born out of respect for the cultural heritage of the area. Five old houses on the beach and obcina Bucovina have been relocated wood harvested on the family property. The story of the complex began in 2007, with two modern accommodation buildings - Nela and Ramona - and a traditional house - Zenovia. The owner of that time, Constantin Florea, loved all that the tradition and traditions of Bucovina mean, and his desire was to create a space like a mirror of Bucovina from a century ago. When he died, he was left to carry the passion on to his daughter Ramona Florea. The houses are relocated and bear the names of the Florea family members.

Launching a rural accommodation service and working with the community to bring more life and events to the locality. In order to meet the demand for experience tourism, there are two factors to be satisfied – the presence of authentic experiences and the availability of extensive access to information that allows travelers to access thematic travel ideas online.

The trend is also driven by storytelling, a marketing tool that allows the reader to engage in different scenarios, which inspires and motivates him to make the decision to purchase an offer. Experiential tourism is promoted by the largest international tourism organizations.

Website: <https://www.la-roata.ro/>

http://www.tvr.ro/romania-in-bucate-arhitectura-i-gastronomie-de-altadata-din-bucovina_36169.html#view



(Source: <https://www.zf.ro/business-travel/familia-florea-din-gura-humorului-a-investit-1-milion-de-euro-intr-19884224>)



(Source: <https://www.la-roata.ro/>)



(Source: <https://www.la-roata.ro/>)

30. CouchSurfing – stay with locals and meet travelers

CouchSurfing is technically a social networking site that focuses on connecting like-minded travelers. It is a platform that allows you to meet and even host other travelers.

The CouchSurfing project is a free international hospitality service based on the Internet. As of July 2008, it has more than 600,000 members in 231 countries and territories. According to various indicators, it can be estimated that there are many active members using this site, with 49% offering their sofas to accommodate travelers (with another 23% saying "maybe" and others currently traveling).

The basic principle, created by founder Casey Fenton, is “participate in creating a better world, one at a time, one sofa at a time.”

The term CouchSurfing could be translated as navigating between sofas, but it is preferable to use the English term CouchSurfing because at the moment the Romanian users in this site have

not reached a conclusion in translating this word. The site features extensive profiles, uses an optional credit card verification system, a personal guarantee system, a personal reference system to increase security and trust. There are still many other options that this site offers, such as discussion in interest groups, a feature to create and organize meetings, live chat and much more.

First and foremost, it's a *free* place to stay during your trip. But, even when that is a big deal for budget travelers, it is not the main reason to CouchSurf.

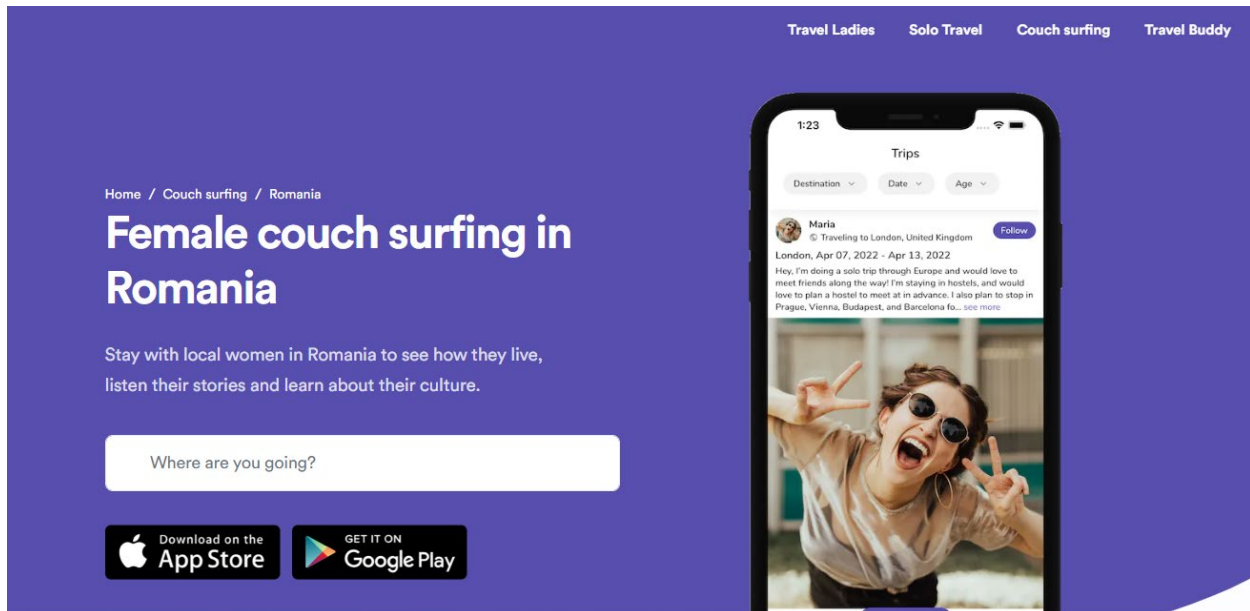
It is an incredible way to experience the hospitality of a new destination with the inevitable local touch provided by your host. It's a way to make friends on the road, experience the local culture from a local perspective, escape typical tourist traps and more. Couchsurfing is generally free, which makes it really different from Airbnb. It has developed a lot over the last few years and has aroused a lot of interests among travelers who want to meet people and travel at a lower cost from one end of the country to the other.

Another reason to choose this CouchSurf is discovering places and events only locals know of.

Website: <https://www.globotreks.com/how-to/how-to-couchsurfing-travel-world/>



(Source: <https://www.globotreks.com/how-to/how-to-couchsurfing-travel-world/>)



(Source: <https://www.globotreks.com/how-to/how-to-couchsurfing-travel-world/>)



(Source: <https://www.globotreks.com/how-to/how-to-couchsurfing-travel-world/>)

31. Bitrix Beauty. Beauty in solidarity

BBC Bitrix Beauty Concept is a business project that was born ten years ago in the north of the province of Cáceres (Spain). On the one hand, it is about health, beauty and wellness training for women in the rural world. On the other hand, the company offers products related to cosmetics, beauty and personal care. Finally, the company provides advice and consultancy on female empowerment.

As a result of this work and the relationship with women around the world, BBT Bitrix Beauty Treatment has been developed, a complete line of beauty, biocosmetic, ecological and natural treatments. Conceived and produced one by one with women in their infinite expression and dimension in mind. Created in synergy for you.

There are several workshops:

- Presentation of the different lines of treatments.
- Physical training workshops, directed and designed for women.
- Beauty workshops.

Bitrix Beauty Concept embraces the humanism of beauty and the knowledge of being through multiple techniques and disciplines. The courses designed by Bitrix Beauty offer possibilities, tools and knowledge to experience the meaning of beauty, from the Bitrix Beauty concept.

The formats of these courses are fresh and cheerful; always guided by a practical and experiential methodology.

The company has coined a new concept, RejuBeauty, which means how a person is transformed.

All the possibilities from the natural are available to clients through the courses.

One of the great strengths of the project is that Bitrix Beauty brings together the three physical, psychic and spiritual planes, giving a new and integral awareness to the concept of True Beauty.

Another key element of innovation is the union of training with the product, so that more than a

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product, it is an integral beauty and wellness service for the user.

Finally, the virtue of this model is that it is led by women in rural areas, in all phases of the process: materials, manufacture, packaging and sale. The training courses also take place in small groups in rural locations, with enormous success.

- Website: <https://bitrixbeauty.com/>
- Facebook: <https://www.facebook.com/BitrixBeauty>





32. Komvida. From California to Extremadura

Komvida is one of the pioneer brands in the incipient beverage sector called Kombucha. It is a probiotic drink, that which has been so fashionable for years, and with a long list of health benefits. Its flavor is most curious, because it combines a bitter point of fermentation, with sweetness and some bubbles.

The product is an artisanal kombucha that has turned Fregenal de la Sierra into the Spanish capital of kombucha: green tea fermented with sugar and scoby, a series of bacteria and yeasts that are used to produce fermented beverages such as kefir or this kombucha.

Kombucha is a millenary drink that was already drunk by the samurai and is obtained thanks to the natural fermentation of tea and sugar carried out by a colony of bacteria and yeasts called Scoby. In the fermentation process, the Scoby eats almost all the sugar and produces bubbles that turn kombucha into a delicious refreshment.

Hipsters, trendy neighborhoods of a big city or cool cafes are some of the ideas that possibly first go through your head when you hear about kombucha, that fermented tea that has been climbing the ranking of trendy drinks for some years now.

Including Fregenal de la Sierra, a small town in the province of Badajoz, in this very modern imaginary, breaks the clichés. But it turns out that this town in Extremadura is the place in Europe where most kombucha is consumed per inhabitant.

- Website: <https://komvida.com/>
- Facebook: <https://www.facebook.com/Komvida>
- Instagram: <https://www.instagram.com/komvidakombucha/>





33. La era del abuelo. Gastronomic excellence in the rural world

La Era de mi Abuelo Restaurant, surrounded by a small oak forest, is located in Arroyomolinos de Vera, in the province of Cáceres.

Its warm decoration combines traditional style elements such as exposed brick walls and materials such as wood and clay, with more modern ones such as bright colors and wrought iron ornaments.

From a geographical point of view, it is an ideal place to relax and enjoy the outdoors in the middle of nature.

The restaurant has been able to import talent from the best restaurants in the country, attracting experienced chefs and staff who have decided to turn their careers around and feel completely free to innovate.

- Website: <https://hotelpdelalba.es/>
- Facebook: <https://www.facebook.com/hotelruralpenadelalba>
- Instagram: <https://www.instagram.com/hotelpdelalba/>





34. Bombones Valcorchero. Gourmet products from the heart of a village

Bombones Valcorchero elaborates fig chocolates and cherry chocolates, two very common fruits in the Mediterranean forest. This project is located in Valdefuentes, a village in the Sierra de Montánchez and Tamuja region, in the heart of Extremadura, in the unique triangle formed by the cities of Trujillo, Mérida and Cáceres. Plains, pastures and mountains make up a surprising natural space for its variety, which in the past irresistibly attracted numerous peoples and civilizations.

But the essence of this land is truly found in its hospitable people, in its delicious gastronomy and in its traditions preserved with care over the centuries. Extremadura's natural wealth is found in this area, a magnificent example of physical contrasts and landscape diversity.

Fig trees abound near its urban centers, forming natural terraces on the riverbanks and steep slopes where the vegetation and the different varieties of scrubland plants give this landscape an aspect of continuous spring resurgence.

We are present in the market with a wide catalog of gourmet chocolates, which are made with the best raw materials of excellent quality, and with a very artisanal manufacturing process, taking care and pampering to the last detail.

Faced with the need to see that a product that was produced in Extremadura, such as figs, was not being transformed, the decision was made to create this small company to mainly process this raw material and turn it into delicatessen products that were 100% natural.

It was then, when the owners had the idea of giving the key to the imagination, and see the different possibilities that there were to transform the fig in derivative products and also that these were a claim and an attraction for the consumer. This gave rise to the range of different gourmet products that the company has on the market, and how they have created and specialized in products such as the "Gourmet Selection" fig bonbon. From this experience of transforming a product such as dried figs and seeing the results, it was decided to incorporate other native products such as cherries into the work philosophy, and create the authentic Cherry Bonbon or better known as "El Capricho del Valle del Jerte" (The Caprice of the Jerte Valley).

The manufacturing process is handmade, but its innovative element is in its adaptation to dietary peculiarities and health restrictions. They are able to customize the manufacturing process and adapt it to each specific customer.

- Website: <https://www.valcorchero.com/>
- Facebook: <https://www.facebook.com/valcorcherobombones>
- Instagram: <https://www.instagram.com/bombonesvalcorchero/>



35. Cablepelado. An online sales experience

It is an electronic store, stationery and DIY online sales leader in Spain with presence in major European countries such as Italy, France, Germany and Portugal.

A group of entrepreneurs from the rural world has launched a new way of understanding technology. Cable Pelado (bare cable) works exclusively with the best brands in the market in order to offer customers the highest quality products at the best price. Many computer companies, professional sound centers, electricians, antennas, municipalities and end customers buy in this store. It is a leading online electronics, stationery and DIY store in Spain with presence in major European countries such as Italy, France, Germany and Portugal.

The best advertising are the opinions of customers, as we manage several sales channels such as our online store, Amazon, Ebay, Aliexpress, ManoMano, Worten and PcComponentes, because behind Cablepelado.es there is a team of professionals ready to solve your questions or compatibility consultation in the buying process, manage all orders placed daily by customers and resolve any issues that may arise after this. Work endorsed by all the professionals of the sector.

Buying electronics, stationery and DIY has never been so easy, intuitive and cheap. Express shipping is guaranteed within 24 hours (Peninsula), for orders from Monday to Friday before 18:00 hours (working days) offering free shipping on orders over 49 € VAT Inc. One of the objectives of Cablepelado.es is to make life easier for customers, for that reason it is offered that customers can place their order by phone, by email and through a system of orders from the online store.

In mid-2017 the company decides to go for electronic tools and accessories. The main reason for customers to buy tools from us from now on is the high demand for this type of products. As always we try to work with the best brands in the market to favor customers. Another of our main novelties are the Smartphone accessories that will make your life easier from now on with your

mobile device. All our tools and electronics accessories are tested and certified for a correct experience in their use.

In 2018 appears a new line of products for the professional customer betting on LED luminaire as always betting on the best quality-price in products and great variety in electrical material such as mechanisms, switches and differentials of the best brands in the market, without forgetting to offer a modern look. We want the shopping experience on our website for customers to be more complete with these products.

A year after the pandemic initiated by COVID-19 and due to the large increase in online sales, in our case 60% compared to 2020, the company realized the importance of the multi-product channel and began to work on incorporating the DIY sales section of the hand of the best brands in the sector. It is now possible to buy paint, pool accessories, waterproofing, garden accessories, among other products in great demand. Cable Pelado aims to end the year incorporating computer peripherals and home decor products to offer a wide range of products to customers.

The company has been named Top Amazon.es Seller No. 1 in Spain. It offers a good shopping experience to customers on Cablepelado's Amazon Marketplace by having more than 60,000 positive reviews with a 99% satisfaction rate.

Recently a new sales system with quantity discounts has been incorporated in the online store, after receiving several requests from customers. The company obliges itself to continue to move forward and improve the sales conditions by applying discounts for purchases of 25 units or more, valid for all brands and automatically applied in the shopping cart.

Another lesson learned is the extraordinary availability of products, the best price and an urgent delivery in less than 24 hours. There are 5,000 catalogued references and, as of 2023, 93.75% of all products are available.

Another innovative element is the production of personalized videos of all products, so that they do not lose detail before placing the order, currently there are 1,479 videos of electronic material.

- Website: <https://www.cablepelado.es/>
- Facebook: <https://www.facebook.com/cablepeladoo>
- Instagram: https://www.instagram.com/cable_pelado/



PODCAST [127]

CARLOS FERNÁNDEZ

CablePelado.es

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ESCRIBE EL PRODUCTO / REFERENCIA DESEADO ...

Tu tienda de electrónica, papelería y bricolaje online al mejor precio

5008 productos en nuestro catálogo | 93.77% disponibilidad de productos | Nº 1 En Amazon España | 95298 Clientes | 85271 Pedidos en 2023

Perifericos | Electricidad | Mascotas | Pinturas | Papeleria | Juguetes | Jardin | Pilas

ELECTRÓNICA DE CONSUMO

El teletrabajo ha venido para quedarse y nosotros tenemos todos los productos electrónicos que necesitas al mejor precio para que equiparte no sea una excusa.

Más vendido

Más vendido

Más vendido

Más vendido

REBAJAS -10%

REBAJAS -10%

REBAJAS -10%

REBAJAS -10%

Pila maxell de boton oxidado plata 364

Pila maxell de boton oxidado plata 373

Adaptador de Enchufe de UK a Enchufe Europeo Blanco

Alimentador 6V Negro 1A



36. Platferma

If you are a gourmet, you will find information on healthy food in Romania and about farmers who produce it. In addition, find out where you buy Romanian products, fresh or preserved. We encourage local production, which is why the farm map helps you find the closest farm. Each farm corresponds to a portrait of a farmer or portrait of the processor, from where you find out all the information about healthy food, its source and the contact details.

If you are a farmer or a processor, you will find people who want to feed healthy on the platferma. After telling us about the household you take care of, you have your place on the farm map. From here, the nearby gourmets find you easy and already know details about the household, what and how you do. Gourmets remains to (re) discover healthy food, taste it and fall in love with the aromas, textures and colors of domestic products.

PlatFerma is one of the few platforms connecting gourmets and farmers. The households that produce for the local and national market are presented, from micro farms at the beginning of the road, to farms with tradition.

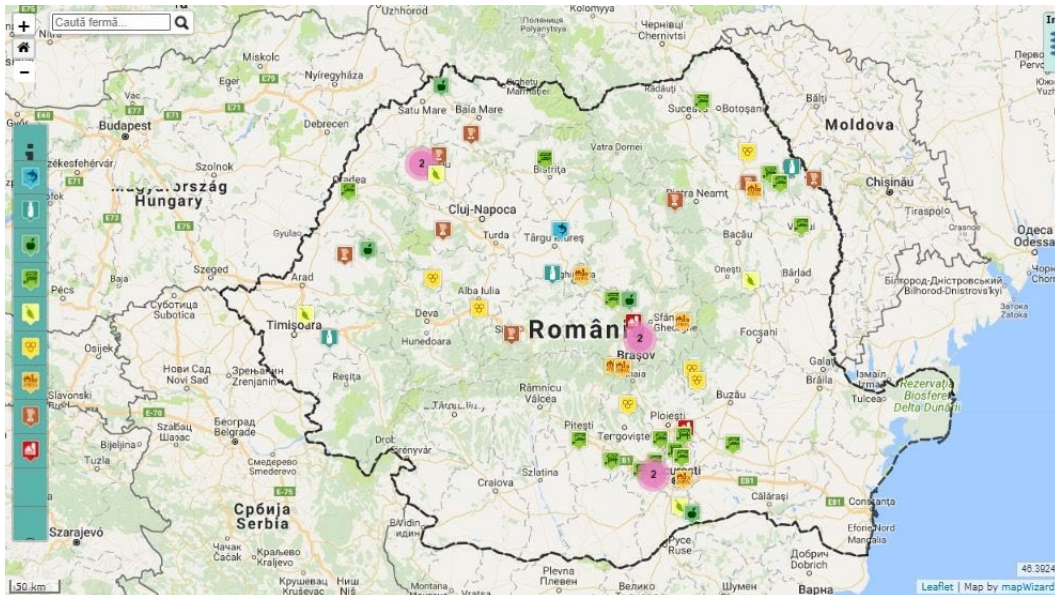
<https://platferma.ro/>



Source: <https://www.facebook.com/PlatFERMA/>



Source: <https://www.facebook.com/PlatFERMA/>



Source: <https://www.facebook.com/PlatFerma/>

37. Ferma bio&co

Bio&co is a project of Workshops Without Borders. The bio&co model is based on strong principles and values: HUMANS are at the center of all our projects.

Ateliere Fără Frontiere (AFF) is a non-profit Romanian association that creates jobs for disadvantaged people in social and solidarity economy workshops / social insertion enterprises in order to prepare them for full social and professional reintegration into the conventional labor market.

Mission

- fight against exclusion, marginalization and discrimination, for the social and professional integration of the most disadvantaged

- fight against waste and pollution, for responsible waste management and environmental protection
- promoting solidarity and responsibility for sustainable development

In figures and facts - objectives:

20 new jobs for people in difficulty, employees from the local community and extremely disadvantaged people from Bucharest, referred to Ateliere Fără Frontiere by the institutions and NGOs providing partner medical-psycho-social services

1 individualized socio-professional support course, carried out by insertion specialists

4 hectares of agricultural land

4000 m² of solariums for a production 52 weeks a year

80 varieties of vegetables grown according to the principles of organic farming

biodiversity preservation and 160 subscribed consumer actors actively involved in supporting Bio&co's activity

short circuit distribution, directly to subscribers

1 platform of 1000m² for composting organic waste

1 pilot project for the collection of fruit and vegetable waste from retail

1 pilot project to reduce food waste and food solidarity

1 educational farm (on the theme of healthy eating, biodiversity, waste reduction, environmental protection) and sensory discovery for children.

The NGO cultivates solidarity for a sustainable development, through a new social insertion enterprise whose activity is the production of organic vegetables and the reduction of waste and pollution by collecting organic waste and composting it, turning it into fertilizer for BIO agriculture.

<https://bio-co.ro/>



Source: <https://www.instagram.com/fermabioco/>

38. Origini.ro

Origini is a source of natural products for those in Bucharest and its surroundings, in a context where the statement "you are what you eat" begins to find its meaning in most of us. Origini started in 2006 from the question: "how do we ensure the necessary healthy food for our family?"

Over time, the search for the answer took the form of dozens of cows, sheep, goats, various birds, a milk processing unit, a butchery, a traditional poultry slaughtering facility, a fishing and wild fish processing unit, all authorized sanitary-veterinary.

They craft Origini products from raw material grown by them with grain, hay and alfalfa from their own land and supplemented by neighbors.

They use manual processes and their own recipes, built by after what happened in the kitchens of the past. Through the way they do things, they try to bring balance between the fast pace in which we live and healthy food: natural products, as nutritious as possible, reach your home or office in the immediate vicinity, by the straightest and shortest route.

The business supports the local community and the surrounding small producers.

The own mix of natural spices is used, unique for each product. The nutrients from the raw material are kept as intact as possible, the least destructive preservation methods are chosen and, where possible, no preservation at all, provided that an appropriate thermal regime is observed.

<https://origini.ro/>



Source: <https://www.instagram.com/originiprodusenaturale/>

39. Micul Aprozar

miculaprozar.ro platform is an extension to the private Facebook group founded in 2017 and which in 2020 will include approximately 20,000 local producers.

The platform aims to support, encourage and develop online communities of local producers, by propelling the fruit-vegetable market online to its true potential. They aim to bring local producers in Romania closer to consumers, on the one hand, to support the valorization of Romanian products, providing Romanian producers with an easy tool through which they can promote and valorize their products. On the other hand, they offer interested people the opportunity to consult and purchase natural, traditional and domestic products directly from producers in the respective area or even in the country. The platform is intended exclusively for vegetables, fruits and processed products from vegetables and fruits.

Services offered to local producers:

- Create and access user account based on password
- Post products available for sale
- Post personalized offers composed of one or more products
- Visibility of the manufacturer's location on the map of Romania
- Visibility to consumers both in the producer's area and throughout the country
- Receiving orders placed by consumers
- View/list orders placed by consumers
- Communication with consumers through the platform

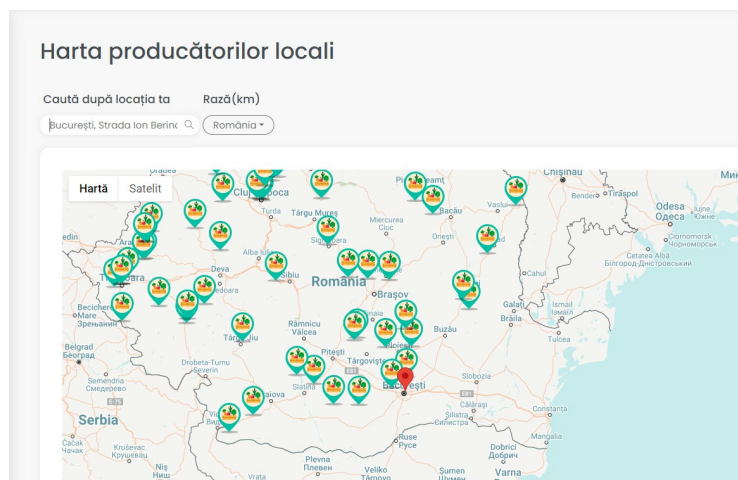
Services offered to consumers:

- View products and offers posted by local manufacturers
- Filter products and manufacturers based on different criteria such as location, product types, delivery method, etc.
- Sort products and manufacturers by different criteria

- Viewing producers on the map

It supports local producers through the most innovative and largest online trading platform and offers quality online services, increases the visibility of local producers and propels the Romanian fruit and vegetable market to its true potential.

<https://miculaprozar.ro/>



Source: <https://www.facebook.com/miculaprozar/>

40. Mister Ceaunescu

The people behind the Mister Ceaunescu project: Razvan Niculae (protagonist, passionate about gastronomy and nature, supporter of ancient Romanian traditions, marketing digital nomad - 15 years XP), Marius Voicu (award-winning videographer, hundreds of events, over 10 years of XP), Cristian Vidu (video editor, over 10 years of XP) and Mihai Pirvu / Florin Boicescu (w/ drones).

Nothing is accidental in life, it is certain, and when an idea, a passion, turns into objectives, solid principles, which are meant to contribute to the culture of gastronomy and Romanian identity, the stars / planets align, and fate as if by magic it projects people with ideals on the same path.

Through the project they want to present a different gastronomic perspective, in special settings in Romania, to promote the authentic land, nature, natural treasures, which must be preserved and unchanged through Full HD & 4K Videography.

The innovation is given by the interactive form through which they present archaic Romanian recipes: presentation videos on YouTube and even recipe books in digital format.

<https://misterceaunescu.com/>





Source: <https://www.facebook.com/ceaunescu>

8. FURTHER READING

<i>From my village I can be all over the world – Actions to help tourism businesses go digital</i>	
Name of material/content	Article about Tourism Digital Transformation – A Way to Overcome the Covid-19 Pandemic
Link	https://economics.expertjournals.com/23597704-904/
Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)	The article shows how digital business skills can become an important part of SMEs’ tourism business plans. The article highlights the importance of tourism companies to improve their business skills, new agility of operations and dynamic management.

<i>From my village I can be all over the world – Actions to help tourism businesses go digital</i>	
Name of material/content	Report about “Preparing the tourism workforce for the digital future”
Link	https://www.oecd.org/publications/preparing-the-tourism-workforce-for-the-digital-future-9258d999-en.htm
Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)	To support the digital transformation of the tourism sector, this report examines: <ul style="list-style-type: none"> i) the role of digital technology in tourism and its impact on work organization. ii) how digitalization affects the demand for skills in the sector. iii) the role of government in creating the conditions to support the digital transformation of tourism business models and preparing the tourism workforce for change.

From my village I can be all over the world – Actions to help tourism businesses go digital

Name of material/content

Online article about” Travel industry and digital transformation: When tourism goes digital”

Link:

<https://www.doxee.com/blog/digital-marketing/digital-transformation-travel-industry/>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

This is an online article where it shows how digital transformation has revolutionized practically all phases of the tourism experience. The topics presented in this article refer to the different phases of an experience of a tourist: 1) The pre-booking phase; 2) The trip phase; 3) The post-trip phase.

From my village I can be all over the world – How to plan and implement a digital marketing strategy

Name of material/content

A Step-By-Step Guide to Structuring a Digital Marketing Plan

Link:

<https://www.wearemarketing.com/blog/a-step-by-step-guide-to-structuring-a-digital-marketing-plan.html>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

In this article a step-by-step structure is defined for a digital marketing plan, which is divided into steps 1: Situational analysis, step 2: Establish Digital Marketing Goals, step 3: Define the Marketing Strategy, step 4: Digital Strategies and Tactics and step 5: Measuring Results & KPIs

From my village I can be all over the world – How to plan and implement a digital marketing strategy

Name of material/content

Online article about “Digital Marketing Strategy for Tourism: 5 Point Checklist of Areas You Need to Have in Place”

Link:

<https://www.ecoafricadigital.co.za/blog/post/digital-marketing-strategy-for-tourism-5-key-areas/>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

This article presents a 5-point checklist for a company that wants to create a digital marketing strategy to be effective for the tourism industry. These 5-points are: 1) Develop your digital assets; 2) Optimize your SEO; 3) Run Google Ads / PPC ads; 4) Use social media management; 5) Run social media advertising campaigns

From my village I can be all over the world – Creating and Managing Online reputation and use of social media

Name of material/content

Online article about “How To Use Social Media As An Online Reputation Management Tool”

Link

<https://revenue-hub.com/social-media-reputation-management/>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

This article sums up how you can use social media to help build and maintain a healthy reputation online in two ways: By assessing your current online reputation and designing a Social Media Strategy to boost your hotel’s reputation.

From my village I can be all over the world – Creating and Managing Online reputation and use of social media

Name of material/content

Study about “The Online Reputation Construct: Does it Matter for the Tourism Domain? A Literature Review on Destinations' Online Reputation”

Link:

https://www.researchgate.net/publication/241677453_The_Online_Reputation_Construct_Does_it_Matter_for_the_Tourism_Domain_A_Literature_Review_on_Destinations'_Online_Reputation

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

This paper aims to contribute to this body of knowledge by studying the impact of social media communication strategies on firms' reputations. Given the novelty of the research question and the emerging nature of the theoretical framework, this study examines the Italian insurance sector through multiple case studies.

From my village I can be all over the world – Marketing your own business

Name of material/content

Online Article from the Small Business Development Corporation: 8 steps to marketing your business

Link

<https://www.smallbusiness.wa.gov.au/marketing/8-steps-to-marketing>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

The article presents a few important steps that should be defined before starting to focus on marketing a specific business. In this sense, demonstrating the 8 steps in choosing some of them will be extremely useful information for the target group. For instance, some of the tips are

Market research, Profiling the target group, identifying the selling position, branding, marketing avenues, and setting goals and budget.

From my village I can be all over the world – Marketing your own business

Name of material/content

Online Article on Forbes: Small Business Marketing 101

Link

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/01/23/small-business-marketing-101/?sh=5b69eebc45ff>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

We can use some of the 9 tips presented in the article, like the importance of:

1. Get organized
2. Get a website
3. Leverage social media
4. Use Google AdWords
5. Advertise

From my village I can be all over the world – How a Food Tourism SME can promote itself as a gastronomy destination in the digital world

Name of material/content

Study: “Culinary Consumption in Digital Era: Tourists' Typology and their Characteristics”

Link

https://www.researchgate.net/publication/353635179_Culinary_Consumption_in_Digital_Era_Tourists'_Typology_and_their_Characteristics

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

The article focuses on the relationship between food and tourism, and how food is also a marketing tool for different destinations. In addition, the article also includes a quantitative study to approach and analyze the demographics, attitudes, perceptions, and information-seeking behavior of each tourist's typology in local culinary tourism in the digital era, which the results may be quite interesting to adapt in the context of the handbook.

From my village I can be all over the world – How a Food Tourism SME can promote itself as a gastronomy destination in the digital world

Name of material/content

Journal Article: “Exploring innovative digitalisation for tourism MSMEs in developing APEC economies: What can we learn from tourism's response to COVID-19?”

Link

https://www.apec.org/docs/default-source/Publications/2021/10/Exploring-Innovative-Digitalisation-for-Tourism-MSMEs-in-Developing-APEC-Economies/221_TWG-Exploring-Innovative-Digitalisation-for-Tourism-MSMEs-in-Developing-APEC-Economies.pdf

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

The article has 7 chapters, among them chapters 5 and 6 may be the ones that correspond more to the topic because they focus on “innovative digital solutions for tourism MSMEs and Solutions for challenges of digitalization”.

From my village I can be all over the world – How a Food Tourism SME can promote itself as a gastronomy destination in the digital world

Name of material/content

Book “Guidelines for the Development of Gastronomy Tourism” (UNWTO – World of tourism organization).

Link

<https://www.e-unwto.org/doi/pdf/10.18111/9789284420957>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

The book is composed of 2 chapters, and some of the subchapters will be useful for the development of the content of the handbook. For instance, in the first chapter, the topic “The value chain of gastronomy tourism and Analysis of trends in gastronomy tourism”, which also includes digital marketing aspects, will be extremely useful. And, on the second chapter, subchapters like: “Promote the recognition of the local gastronomy as a cultural heritage strengthen culinary identity, local products and the gastronomy of the destination” and “Define and adopt a plan to promote and support the marketing of gastronomy tourism with the participation of all agents in the sector – gastronomy marketing” will also add value to the development of the written content.

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