



# BevTOUR Newsletter

## FOREWORD



Co-funded by the  
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of the European Union

As per the European Court of Auditors Special Report 27/2021 the COVID-19 pandemic has had a dramatic, and unprecedented impact on the tourism sector sharply reducing tourism flows and thus the revenues of tourism-related businesses. Beyond this immediate shock, the tourism sector is facing other, more long-term challenges related to its green and digital transformation, its competitiveness, its sustainability and its resilience. Why am I writing about this? Because our BevTOUR project suffered and struggled a lot during COVID-19 pandemic, holding back our initially planned implementation of project activities. But nevertheless, we have survived and in this 1st issue of our BevTOUR Newsletter, you could have a glance what we have achieved despite everything and what we plan to do in the months to come.

## ABOUT THE PROJECT

The “BevTOUR” project is funded by the ERASMUS+ programme. It is implemented by the partnership of **12 organisations** from 11 **EU countries**: **Strode College** (United Kingdom), **Mullingar Employment Action Group** (Ireland), **Inn Training Ltd** (United Kingdom), **Dramblys Social Creative Lab** (Spain), **Agency for Territorial Marketing Ltd.** (Slovenia), **E-Code** (Slovakia), **Eurotracks** (France), **Med.O.R.O. scarl** (Italy), **Institute of Entrepreneurship Development** (Greece), **Sihtasutus Noored Teaduses Ja Ettevotluses (YSBF)** (Estonia), **Comparative Research Network EV** (Germany) and **ESE, Ensino Superior Empresarial, LDA** (European Business School) (Portugal).

Its **main objectives** are:

- to Identify and detail best practices in food and beverage tourism from around Europe.
- to increase awareness among artisan food and beverage producers of the economic opportunity presented.
- to provide producers and regional intermediaries with the tools to develop their tourism product and marketing strategy.

## EXPECTED PROJECT OUTPUTS

**BevTOUR BEST PRACTICE HANDBOOK** – intended specifically for food/beverage producers, tour operators and intermediaries, consultants, trainers and support agencies working in this field. It will contain 11 well developed case studies from around Europe and a guide on how to promote a gastro-tourism destination. It will help owners and managers of small gastro-tourism destinations to understand and efficiently use different avenues of promotion available to them.

**BevTOUR GUIDEBOOK** (an added value output) – intended for tourists, but also for tour operators and intermediaries. It will contain 33 identified projects from around Europe and all the elements that gastro-tourists crave. **AVAILABLE SOON!**

**The BevTOUR PLATFORM**, a core component of the project - an online space for people to find support tools and participate in project activities. It will be developed in a way to encourage new ideas and adopting best practice through education how to positively kick-start food/beverage tourism and branding in the region.

## OUR ACHIEVEMENTS UNTIL NOW

### BevTOUR GUIDEBOOK

- This Guidebook has been developed for **tourists** looking for **discover new travel destinations through culinary experiences**.
- **33 case studies** of food and beverage travel experiences across 11 European countries have been curated.
- Tour guides and intermediaries will also find the content very relevant to them and their work.
- Project partners have worked **over 1 year** to put together this **unique food and beverage book**.

### BevTOUR BEST PRACTICE HANDBOOK

A draft Handbook is under preparation. Presenting **11 well developed case studies** from around Europe it will also contain a guide on how to promote a gastro-tourism destination.

Both, the Guide- and the Hand-book, **will** be available in all project partner languages: **English, Estonian, French, German, Greek, Italian, German, Slovakian and Slovene**.



## FOOD & BEVERAGE TOURISM

A comprehensive guidebook featuring 33 case studies on food and beverage tourist destinations across 11 European countries.

<https://bevtour.eu/>

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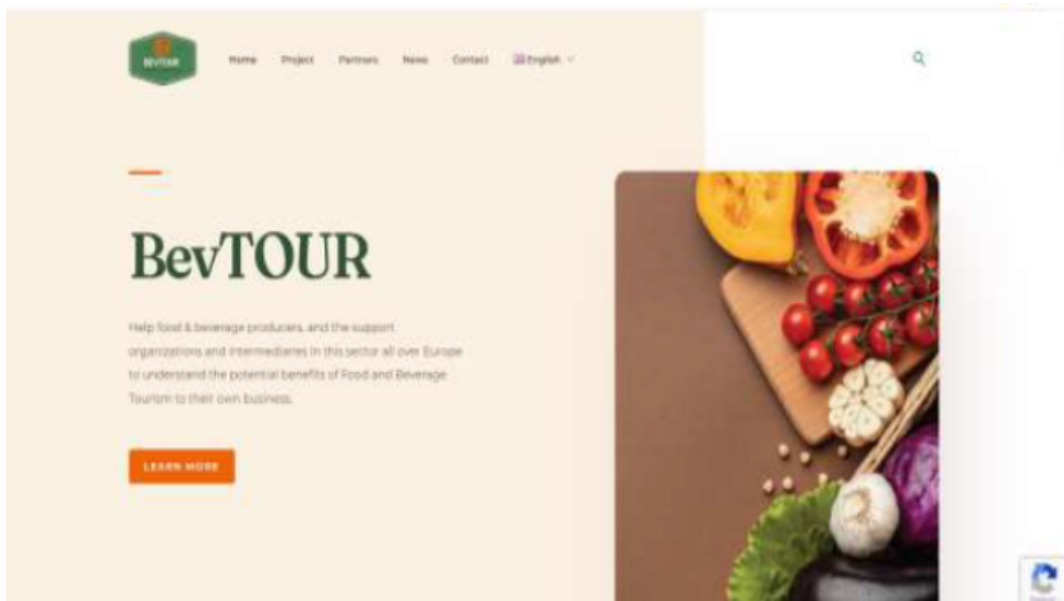


Erasmus+

## BevTOUR Platform ==> [www.bevtour.eu](http://www.bevtour.eu)

A core component of the project has been developed and accessible via [www.bevtour.eu](http://www.bevtour.eu). Soon new contents will be added that will encourage new ideas and adopting best practice through education how to positively kick-start gastro-tourism and branding in the project region

It's contents will be also available in all project partner languages: **English, Estonian, French, German, Greek, Italian, German, Slovakian** and **Slovene**.



## WHAT IS COMMING NEXT?

- our **first face-to-face meeting** in **Sicily** scheduled for **May 9 -10 2022**. We are all looking forward to.
- **completion** of our 3 intellectual project results (including pilot testing)
- **2 more face-to-face meetings**  
and the most important
- **local / regional promotional actions**
- **Multiplier events**.

But more about that in our next Issue of our BevTOUR project Newsletter!

