

AGORA

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Module 2

Regenerative Experiences

Developed by TasteRoots





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LEARNING OUTCOMES

After you have completed the module, you will be familiar with the concept of regenerative tourism and more specifically be able to distinguish among food tourism, wine tourism and agritourism and list the peculiarity of each one of the specific types of tourism. In the module, learners will familiarise themselves with the trends of the touristic market and the choices of the tourists / potential tourists. Learners will get to understand which has been the turning point and the change of paradigm from mass tourism to a sustainable and regenerative one.

Knowledge

- Learners will be able to recall the features and criteria defining and qualifying a touristic experience as "regenerative"
- Learners will be able to relate benefits for the community, environment and tourists to the action-designed
- Learners will be able to compare a regenerative experience to a non-regenerative one, recognizing the potential benefit of the regenerative features and their possible further development in terms of marketing/retail of the experience.
- Learners will be able to list and describe food tourism experiences, agritourism experiences and food tourism.

Skills

- Learners will be able to analyse experiences and identify parameters contributing to the authenticity of the experience/regenerative experience.





- Learners will be able to reflect, value and sketch regenerative tourism experiences recalling and describing the parameters of regeneration.
- Learners will be able to examine potential paths for the development of a rural context, drafting strategies and regenerative experiences aimed at boosting rural resilience and renaissance.

Competences/Attitudes

- Learners will be able to value heritage and culture and their link to the tourist domain.

Duration: This module requires a commitment of approximately 20 hours of preparatory, implementation and follow-up work, including instructional time, hands-on activities, and project work.





MODULE IN A NUTSHELL

Amidst accelerating environmental degradation and socio-economic disparities, the tourism industry has reached a crucial turning point. The industry has been traditionally criticised for mass consumption and the exploitation of natural and cultural resources, tourism has been associated with unsustainable practices transforming and consuming territories and changing the local culture, igniting processes for the loss of both biodiversity and cultural identity. This erosion process has ultimately generated as well as economic disparities.

Recent years and events such as the global pandemic have marked a significant turning point from which a global reassessment of human activities and their environmental impact has started, and a new paradigm focused on sustainability and respect for the planet is emerging. Among human activities, tourism has been involved in this reassessment and strategies and paradigms such as the so-called "regenerative tourism" have emerged as a groundbreaking response to the renewed sensitivity and sustainability needs.

In this module, we will focus on defining "Regenerative tourism" and "Regenerative experiences" framing the changing needs and perspectives of consumers/travellers and specifying the way touristic experience should be structured to meet tourists' needs as well the requirements to be "regenerative".





What is more, the module will focus on Regenerative experiences/tourism to boost rural renaissance while preserving the local production, and the cultural identity of the territories, and supporting their resilience against gentrification.

In this frame, understanding the connection between natural and social sciences is crucial for the successful adoption of regenerative tourism. This interdisciplinary approach helps prevent greenwashing and ensures consumer trust by promoting genuine, impactful practices. Regenerative tourism thus stands as a beacon for more responsible and enriching travel experiences, paving the way for a future where tourism contributes to the flourishing of both people and the planet.





2.1 A paradigm shift: a path toward "regeneration"

The tourism industry has been known to be unsustainable due partly to the consumption and degradation of the destinations, with loss of local identity, imbalance in the local economies and knock-on effects on the communities living around the destinations and earning just for dominant global tourism actors.

One could state that tourism has been perceived as mass touristic activities exploiting natural and cultural resources for profit accumulation. To change this perception and trigger the shift toward a different approach the Covid-19 pandemic has played a crucial role.

The pandemic has been a breaking point to re-assess human activities and behaviours. In fact, it has highlighted the importance of our interactions with the environment. While some impacts have been immediately apparent, other indirect effects will only become evident over time.

The pandemic's influence on various aspects of sustainability, particularly in health and environmental domains, is already noticeable in both the short and long term.

The crisis experienced from 2020 to 2022 disrupted normal life, potentially setting the stage for significant sustainability





transformations due to its extensive impact. Nowadays society is facing a huge shift when it comes to social and ecological consciousness.

What is more, further factors, triggered such as climate breakdown and its tangible consequences on the economy, global decline in biodiversity, ecosystem alteration/destruction, food, and water security issues, rising inequality, economic crisis & workforce challenges, geopolitical shifts and democracy issues, access to health and education have contributed to a new paradigm.

Specifically, this emerging paradigm has at its core a more respectful as well as sustainable relationship between humans and the environment, also when it comes to considering economies such as the tourist one.

In fact, embracing the de-growth paradigm is crucial for mitigating the impact of tourism and fostering the development of smaller-scale, more beneficial tourism models centred around authentic experiences. This approach aligns with the increasing importance placed on the design of tourism experiences that meet evolving tourist needs and attitudes.

In this sense, the tourists strive for touristic experiences fulfilling originality, symbolism, and authenticity. Hence, according to Asif Hussain (2022), the parameters to be fulfilled by an authentic tourism experience could be described through the following characteristics:

Type	Characteristic	Description





Originality	Beautiful	Tourism product needs to be
		beautiful and look appealing to
		the visitor
	Natural	The tourism product should
		be purely natural and must not
		be tainted or manufactured
	Genuine	Tourism products and the
		experience need to be genuine
		and give the tourist a sense of
		place
	Location	An authentic experience is
		unique and belongs to a
		particular area. It cannot be
		experienced elsewhere.
Symbolism	Ethical	Experience should
		encompass ethical consumption,
		sustainability, and the principles
		of community.
	Rooted	A sense of place is rooted in a
		particular destination and the
		tourism product being offered
		relies on it
	Honest	Deliver an honest product
		and must not promise what
		cannot be delivered





	Consciousness	An experience that improves
		the conscious level where the
		traveller seeks interpersonal
		gains in the form of
		psychological rewards and
		enjoys a positive experience
Activity	Human	The experience is
		people-centred, and tourists
		want to connect with local
		people
	Cimplo	The experience must be
	Simple	·
		simple, and the visitor should be
		able to see the benefits without
		any complications
	Involvement	Where tourists interact and
		engage actively in the tourism
		experience delivery processes,
		build long-lasting relationships,
		and result in multiple visits

Building on the points mentioned above, we define regenerative tourism as a response to the need for new post-capitalist economic alternatives that emphasise diverse value creation (Cave & Dredge, 2020; Gibson-Graham, 2008).

This approach promotes an inclusive and holistic view of tourism, emphasising the importance of long-term commitment to practices





that enhance well-being and authenticity (Sheldon, 2021; Coulthard et al., 2018). Essentially, regenerative tourism aims to ensure that travel and tourism reinvest in people, places, and nature, supporting the long-term renewal and flourishing of our social-ecological systems.

Transitioning to a regenerative mindset in tourism has been challenging due to the field's strong ties to scientific thinking and strategic management.

However, thanks to the persistent efforts of thought leaders and practitioners, the concept is starting to gain attention from researchers and governments.

Some scholars view regenerative tourism as an evolution of sustainable tourism, with its principles forming foundational systems based on shared values, agreed rules, traditions, and relationships (Becken & Kaur, 2021), providing opportunities for better tourism management (Becken & Kaur, 2021).

It is crucial to understand the fundamental factors linking natural and social sciences and the adoption of terms like 'sustainability' and 'regenerative' from natural sciences to social sciences. This understanding is essential to avoid 'greenwashing' and ensure consumer trust.





2.2 Regenerative tourism to boost rural renaissance

The term "rural renaissance" is a vivid way to describe the process of repopulating rural areas boosting the economy and its resilience (*Kayse*, 1990).

The rural renaissance brings about significant structural changes in rural areas beyond just demographic recovery. These include the rehabilitation of vacant housing, the development of residential landscapes with new subdivisions, the maintenance or establishment of community services and facilities, the formation of new resident associations, and changes in municipal council compositions.

Additionally, the rural renaissance drives social change and the rise of new service-oriented productive functions, often referred to as the "experience economy." It also enhances the multifunctionality of rural areas through new agricultural practices introduced by recent settlers, greater recognition of the ecological importance of rural landscapes, and the adoption of hybrid practices combining sustainable agriculture and commercial services, such as agritourism, wine tourism and/or initiatives related to gastronomic tourism.

For tourism to thrive and more specifically rural contexts to achieve resilience and renaissance, destinations must recognize the genuine benefits of tourist visits and actively engage in the entire process of product development and consumption. Thus, any destination aiming to develop authentic experiences needs the involvement of residents





as crucial, to successfully delivering products that leverage local resources and skills (Traskevich & Fontanari, 2021).

Comprehensive post-pandemic tourism recovery can only occur by promoting emerging tourism concepts like regenerative tourism (Cave & Dredge, 2020), where individuals contribute to community welfare (Hussain, 2021) and where authentic experiences are truly authentic, not just claimed to be.

When it comes to tourism connected to food and wine production, as well as gastronomic tourism, it is important to consider the specific tourism segments we are referring to and understand the different types in depth. In particular, when we approach tourism as a tool to boost rural resilience or renaissance, we have to take into account the following types of tourism:

- Wine Tourism
- Agrotourism
- Gastronomic Tourism/Food tourism

2.2.1 Approaching Wine Tourism and its trends

The most cited definition of wine tourism comes from Hall and Macionis (1998, p. 197): "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape and wine region are the primary motivations for the visitor."

This definition encompasses not only wine and viticulture but also the wine regions and their attributes, often referred to as the "winescape"





(Hall et al., 2000). Therefore, wine tourism is more than just tasting and buying wines; it is a comprehensive "experience" for the tourists (Beames, 2003), which is normally sick for the authenticity and the interaction with local winemakers. In fact, wine tourists seek an overall tourism experience, a regional "bundle of benefits" (Charters & Ali-Knight, 2002, cited in Getz & Brown, 2006, p. 49), enhanced by a good physical environment and atmosphere (Alonso & Ogle, 2008, cited in Fernandes & Cruz, 2016).

Many wineries now offer holistic consumer experiences, allowing tourists to interact with winemakers and other visitors, creating a unique winery ambience (Alant & Bruwer, 2004). Wine tourism benefits extend beyond wineries, positively impacting the entire regional economy (Carlsen, 2004).

It is seen as a development strategy by many destinations due to its economic benefits, which include attracting new investments and increasing regional employment (Poitras & Getz, 2006; Carlsen, 2004). Moreover, wine tourism especially when built upon regenerative principles helps retain or attract people to rural areas, maintaining traditional rural lifestyles and agricultural production, and conserving the rural landscape (Mitchell & Hall, 2006, p. 315, cited in Scherrer, Alonso & Sheridan, 2009). A regenerative approach toward wine tourism as well as a sustainable approach to farming can generate several benefits for winemakers and rural areas.

In fact, this implies and has been implying over time the harvesting of indigenous grapes, preserving biodiversity and decreasing the erosion of varieties, while improving the communication and branding of the areas and the mainstreaming of wineries, territories and traditions. In





fact, travellers and wine lovers are following the trends of choosing and seeking for indigenous grape varieties and wines, able to express the specific "terroir", which is the complex set of soil, climate, culture and heritage.

To summarise, regenerative wine experiences (as well as food ones, as we will see more in detail down the line) can serve as a growth factor for rural renaissance. In fact, post-pandemic opinions show that those types of experiences are crucial for 71% of people when selecting a travel destination (59% in 2019). If one considers the Italian market, 60% of Italian food and wine tourists express a desire to participate in grape harvesting to experience a day as a winemaker, seeking a major involvement and authenticity of the experience, while 75% would like the opportunity to have outdoor picnics, such as in vineyards.

Wine tourism and regenerative wine experiences are recognized for their numerous benefits and wine tourism continues to grow dynamically on a global scale (Alonso & Liu, 2010; Nella & Christou, 2014; Scherrer et al., 2009).

It plays a crucial role in rural development, connecting deeply with the rural landscape and rurality, which are core elements of the wine tourism experience (Mitchell, Charters & Albrecht, 2012; Carmichael, 2005; Getz & Brown, 2006; Mitchell, 2004).

2.2.2 Sustainable agritourism for the preservation of rural heritage and promotion of environmentally friendly farming practices





Agriculture faces serious threats such as poor prices, rising costs, environmental pressures, climate change, and globalisation (McGehee, 2007). This has pushed farmers to diversify their strategies to maximise farm-based "countryside capital" (Garrod, Wornell, & Youell, 2006, p. 118). Agritourism emerges as a tool for farm diversification and, therefore resilience of rural businesses (Flanigan, Blackstock, & Hunter, 2015; McGehee & Kim, 2004; Ollenburg & Buckley, 2007; Veeck, Che, & Veeck, 2006; Yang, 2012), offering an alternative and additional income source (Govindasamy & Kelley, 2014; Lapan & Barbieri, 2014). It promotes employment, prevents migration, and supports the sustainability of rural communities (Hall, Mitchell, & Roberts, 2003).

Although the concept has been present in tourism literature for a long time, few efforts have been made to define agritourism comprehensively (Flanigan, Blackstock, & Hunter, 2014). Agritourism should include staged or authentic agricultural activities or processes in working agricultural facilities for entertainment or educational purposes.

It supports not only long-term economic recuperation and development but also explores non-economic benefits, such as maintaining rural lifestyles and preserving local customs and culture. Agritourism helps keep farms within families and allows continuous farming, benefiting the wider public by promoting education about food and farming (Tew & Barbieri, 2012) and sustainability (Barbieri, 2013; Hossein, Alipour & Dalir, 2014; Sonnino, 2004).

Agritourism supports the preservation of rural heritage and promotes environmentally friendly farming practices (Barbieri, 2013; Gao, Barbieri, & Valdivia, 2013).





At the community level, agritourism increases tax revenues, local employment, and entrepreneurship (Barbieri, 2013; Veeck et al., 2006), enhancing the overall quality of life.

The combination of wine tourism and agritourism is seen as beneficial, enhancing the competitiveness of local tourism products while offering customers and tourists authentic experiences and the opportunity to maximise their time by learning from local rural communities.

To understand and define agritourism and the possible activities which may be included in agrotourism one could divide agritourism activities into 2 different clusters: core activities and peripheral activities.

In the picture below (Fig. 1), some examples have been clustered:

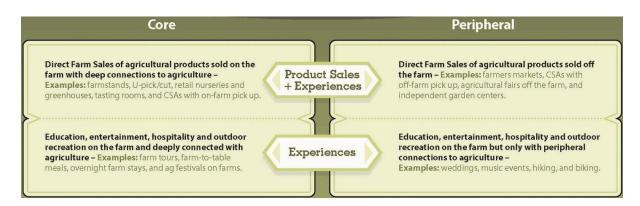


Figure 1. Core and Peripheral Tiers of Activities that May Be Considered Agritourism

Core activities occur on a working farm/rural business and are closely tied to agricultural production or marketing, such as farm stands, U-pick, farm tours, farm-to-table meals, overnight stays, and agricultural festivals.





Peripheral activities, however, either lack a strong connection to agricultural production or occur off-farm, such as weddings, concerts, hiking, and biking on farms, as well as farmers markets and agricultural fairs.

Both core and peripheral activities can be categorised into direct sales, education, hospitality, outdoor recreation, and entertainment. Some activities, like farm-to-table dinners, span multiple categories, including direct sales, education, and hospitality and can be interlinked and visualised in the following scheme below (fig. 2):





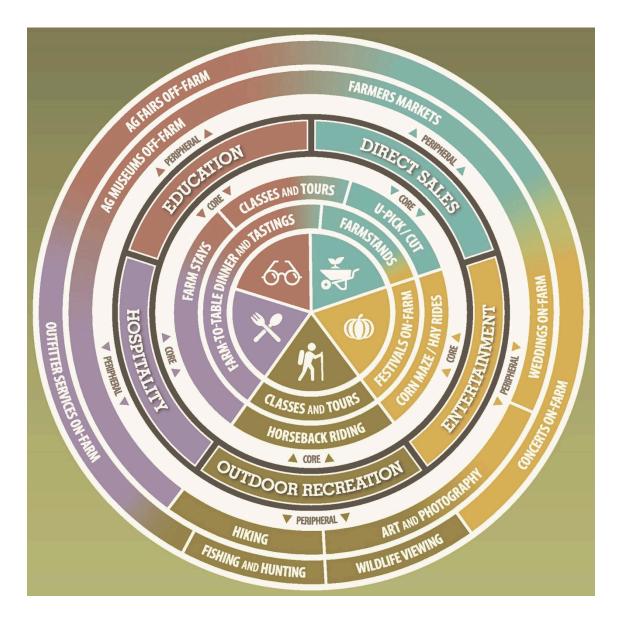


Figure 2. Five Categories of Agritourism including Direct Sales, Education, Hospitality, Outdoor Recreation, and Entertainment, and Examples of Core vs. Peripheral Activities

Integrating wine tourism with other agritourism activities can reconnect it with its agricultural and rural roots, creating co-creative experiences and enhancing the value of tourism products (Flanigan et al., 2014; Yuan, Cai, Morrison & Linton, 2005; Dubois et al., 2017).





This synergy stimulates both economic and social rural development, adding value to tourism products and achieving both personal and community goals.

2.2.3 Can food be the opportunity for growth? A dive into regenerative & sustainable food tourism.

"Food tourism is the act of travelling for a taste of place in order to get a sense of place." (World Food Travel Association, Jan. 2024). Travellers nowadays seek to experience places through taste and get closer to the identity and culture of the hosting community.

More than ever, food-loving travellers are focused on hyperlocal, sustainable and interactive experiences. In fact, travellers are interested in purchasing local food, beverages, and more in general products to look for ways to make a more meaningful impact on the local communities they visit. What is more, some stay longer and take a deep cultural dive in a new community. Others may look for a way to give back or make a difference another way, such as facilitating unique opportunities for locals or involving them in decision-making processes.

To support those statements, as well as the relevance of food experience while travelling, one could assume as an example the Italian tourists seeking food tourism experiences in 2022. In fact, during that year 65% of Italian tourists made efforts to avoid wasting food when dining at restaurants or eating in hotels. Additionally, 54% adopted more environmentally friendly behaviours on vacation compared to their habits at home (e.g. 51% chose not to have their





towels washed daily in their accommodations). Gastronomy tourism is popular year-round, with 54% of Italian tourists preferring to travel during the low season to help maintain a steady flow of tourism and reduce overcrowding in popular destinations.

Tourists also aim to support local communities, with 68% more inclined to engage in food and wine experiences organised by companies that support local projects or initiatives.

Moreover, 64% are more likely to patronise establishments employing individuals facing economic or social challenges, and 67% express a desire to purchase souvenirs and products from local small-scale producers.

In the past few years, sustainable and regenerative food tourism has emerged and mainstreamed thanks to the advocacy and the regenerative experience design carried out by the Slow Food movement, originally set in Italy (Bra, Piedmont) in 1986 and spread all over the world.

Movements, such as "Slow Food" had a crucial role in the process of raising awareness on food waste, sustainable food consumption and production, food heritage conservation as well as raising awareness about sustainable tourism. The regenerative tourism model proposed by Slow Food offers a journey filled with interactions and exchanges with farmers, cheesemakers, shepherds, butchers, bakers, and winemakers.

These producers, alongside chefs who prepare their products, become storytellers of their regions and special guides, leading visitors to discover local traditions in an engaging and interactive way.





We will analyse local networks working within the frame of Slow Food for the development of regenerative tourism experience, to familiarise with the approach and the principles guiding the design of regenerative food tourism experiences.





2.3 Brief comments on the benefit of the regenerative approach on AGORA best practices

Eumelia Organic Agrotourism Farm & Guesthouse

Eumelia Organic Agrotourism Farm & Guesthouse, located in Laconia, Peloponnese, produces organic olive oil, honey, wine, and other products. The agrotourism farmhouse is one of the best practices selected by the Agora project and further analysed to support the training material on regenerative tourism. This best practice considers both the interaction with the local community and the preservation of the local heritage (especially when it comes to food production and sourcing), the sustainable production/harvesting and transformation of food and the decrease of the impact of the hosting activities. An educational approach applied to the touristic offer is crucial, involving quests in activities such as harvesting, pressing, and cooking with local ingredients. As part of the regenerative approach, educational activities raise awareness about practices like composting, crop rotation, and natural pest control to minimise waste and energy consumption. Visitors can learn about these sustainable practices and their positive impact on the local ecosystem.

For sure, the experience targets specific people who are into sustainability and/or aim to escape the hectic life in the city and the stress of daily life. The target audience can benefit from engaging in cultural activities and participating in practices aimed at reducing environmental impact. In this case, regeneration serves not only to





minimise or neutralise the impact of tourist activities on the environment but also forms the core of the experience's attractiveness, enabling positioning in the tourism market for travellers actively seeking regenerative experiences and a harmonious environment to immerse themselves in.

Slow Food Travel Monti Lepini

While in In Carinthia, the Lesachtal, Gailtal and Gitschtal valleys and Lake Weissensee have become the world's first Slow Food Travel destination, in central Italy in 2022 has been funded a Slow food community to map and link traditional activities, sustainable and traditional food productions, venues and cultural heritage. In the case of Carinthia, listed among the best practices included in the AGORA project, the region has been designated a Slow Food Travel destination by local food artisans and producers who have long embraced the Slow Food philosophy. Similarly, the Lepini area is undergoing a similar transition, with pathways and activities designed to create a route that allows visitors to discover the area while immersing themselves in the local community. As it is possible to see in the Slow Food portal (https://www.slowfood.it/slowfood-travel/monti-lepini/) the various activities delivered within the community are connected sustainable mobility/slow mobility and trekking/hiking experiences to move to different POI on the Lepini Slow Food Map.

The authenticity of each activity is guaranteed by the same process of experience design, which implies the involvement of the local community, including the community of producers. The co-design (which will be in depth in the next module) plays a crucial role in the regenerative experience design as well as the active involvement of





the local community in the implementation of the experience. Local experience providers/small businesses benefit from the dissemination and the strength of the brand Slow Food which boosts their resilience and contributes to the livelihood of the local community while supporting the prevention of depopulation of rural areas.





GLOSSARY

Agrotourism

A form of tourism that allows visitors to experience agricultural life firsthand. Activities often include staying on a farm, participating in farm work, and engaging in educational programs about agriculture and sustainable farming practices.

Farm-to-Table Meals

Meals are prepared with locally sourced ingredients, often directly from the farm where they are grown. This practice emphasises fresh, seasonal produce and supports local agriculture.

Farmstands

Roadside stands or market stalls where farmers sell their products directly to consumers. This provides an opportunity for consumers to purchase fresh, local produce and for farmers to increase their income.

Food Tourism

Travelling with the primary purpose of experiencing the food and drink of a particular place. This includes activities such as visiting restaurants, food festivals and markets and participating in cooking classes.

Gentrification





A process in which urban neighbourhoods experience an influx of more affluent residents, leading to increased property values and the displacement of lower-income families and small businesses.

Greenwashing

A deceptive practice where a company falsely promotes its products, services, or policies as environmentally friendly to attract eco-conscious consumers.

Regenerative Tourism

A tourism model that goes beyond sustainability by actively contributing to the restoration and rejuvenation of ecosystems and communities. It emphasises long-term commitment to ecological balance, well-being, and authenticity.

Resilience

The ability of a system, community, or individual to withstand and recover from adverse situations, such as economic shocks, natural disasters, or social changes.

Rural Renaissance

The revitalization of rural areas through various initiatives that encourage repopulation, economic development, and sustainable practices. This includes improving infrastructure, promoting local businesses, and enhancing the quality of life for residents.

Tax Revenues





Income is generated by the government through taxation. These revenues are used to fund public services and infrastructure, such as education, healthcare, and transportation.

Terroir

The unique characteristics of a specific place influence the taste and quality of agricultural products, especially wine. Terroir encompasses factors such as soil, climate, topography, and local farming practices.

U-Pick

A form of direct-to-consumer sales where customers visit farms to pick their own fruits and vegetables. This allows consumers to select fresh produce while enjoying a farm experience.

Wine Tourism

Tourism is centred around wine regions and their offerings, including vineyard tours, wine tastings, and festivals. Wine tourism promotes local wineries and the culture associated with wine production.

Winescape

The visual and cultural landscape of a wine-producing region, including vineyards, wineries, and the surrounding environment. It plays a crucial role in the overall experience of wine tourism.





FOOD FOR THOUGHT

- 1. When thinking about a wine experience and the way a wine experience is structured, could you recall the aspects which can be assessed and revised to turn a wine experience into a regenerative wine experience?
- 2. The best practice Slow Food Travel has been structured to map the authentic, fair and sustainable food production of the area of Lepini mountain in central Italy, as well as the other Slow Food Travel experiences across Italy (e.g. Slow food Alpe Adria Carinthia https://www.slowfood.travel/en). Could you list the regenerative elements generating benefits for the local community and the giveaways for the visitors? In which way does the best practice support the resilience of the local community as well as the conservation of traditional and sustainable food and wine production?
- 3. Considering the Eumelia Organic Agrotourism Farm & Guesthouse and the activities designed by the venue could you please state which of the authenticity parameters are met and how? Use the table mentioned in Unit 1 (Asif Hussain parameters to identify the authentic tourism experience)





WORKSHEETS

Scenario 1.

Reflect on your context and travel trends on food and wine. Imagine a possible regenerative experience to set up and draft the description and analysis of the same experience using the module available here:

Scenario 2.

Pick one of the mainstream touristic experiences available in your area/region and with the support of the table identify the single parameters to analyse the authenticity of the experience, deconstruct and reflect on each single feature and comment if and why the experience can be re-designed to meet the regenerative criteria. Use the support module available here:





EXTRA RESOURCES

- Rioja Wine Academy, courses on wine tourism available at: https://riojawineacademy.com/en/itinerary/diploma-in-rioja-wi
 ne-tourism
- "Regenerative tourism: moving beyond sustainable and responsible tourism", CBI Ministry of Foreign Affairs (2022) retrieved:
 - https://www.cbi.eu/market-information/tourism/regenerativetourism
- Free online course on "General Wine Knowledge" available at: https://www.youtube.com/playlist?list=PLc_D-7JlibmT_prccey
 F7C6AgDNP1IjpN
- Free online course on "Wine Serving" available at: https://www.youtube.com/playlist?list=PLc_D-7JlibmQnDenA
 MAiloLEsw0AoectB
- Tuorlo Magazine: food and wine magazine focusing on lifestyle and territories with a full section on Sustainability, available at: https://tuorlomagazine.it/it/
- Tapas Magazine: magazine on food and lifestyle useful to get
 a closer look at how the perspective on food has changed
 over time among people. The free online version of the
 magazine is available at: https://www.tapasmagazine.es
- "Setting up Wine Tourism Experiences" ("Costruire l'offerta enoturistica"), Training material delivered in the context of the





project "Un calice di Biodiversità in cantina" funded by MASAF to Lazio Regional Government and focusing on the design of wine tourism experiences while dealing with sector regulation. Trainer: F.Zaralli, 2024. Training material available at:

- "Enhancement of a Brand in the Digital World"
 ("Valorizzazione di un brand nel mondo digitale") Training
 material delivered in the context of the project "Un calice di
 Biodiversità in cantina" funded by MASAF to Lazio Regional
 Government and focusing on regenerative wine tourism
 experiences online. Trainer: M. De Cave, 2024. Training
 material available at:
- "Marketing and communication of wine and wine tourism" ("Comunicare i vini e i territori") Training material delivered in the context of the project "Un calice di Biodiversità in cantina" funded by MASAF to Lazio Regional Government and focusing on the terroir as a message to attract tourists and market Indigenous grapes and wine peculiarities. Trainer: R. Tolfa, 2024. Training material available at:
- "Wine tourism products and consumers rights" ("Il prodotto enotiuristico e la tutela del consumatore") Training material delivered in the context of the project "Un calice di Biodiversità in cantina" funded by MASAF to Lazio Regional Government and focusing on the development of regenerative and sustainable wine tourism to meet





consumers vichanging needs and the consumer's rights. Trainer: F. Coccia, 2024. Training material available at:

- "Un Calice di Biodiversità in Cantina L'Enoturismo per i Vitigni Autoctoni" ("A Glass of Biodiversity in the Cellar – Wine Tourism for Native Grape Varieties"), ARSIAL Conference, May 2024. The slide on data and role of Indigenous grapes in the biodiversity of the Lazio Region and the added value they are for touristic communication and to meet the need for the authenticity of tourists are available on the page: https://www.arsial.it/un-calice-di-biodiversita-in-cantina-lenot-urismo-per-i-vitigni-autoctoni/
- Eumelia Organic Agrotourism Farm & Guesthouse best practice sheet, available at: https://agoraproject.eu/wp-content/uploads/Eumelia_Greece_ p-consulting_Nr5.docx.pdf
- Slow Food Travel project best practice sheet, available at:
- International Mavrud Day best practice sheet, available at: https://agoraproject.eu/wp-content/uploads/Communities_Bu
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