



Project Acronym: BevTour

Project Full Name: BevTour

Duration: 01.09.2020 – 30.08.2022

Sector: Strategic Partnerships for vocational education and training

Programme: Erasmus Plus – Cooperation for innovation & the Exchange of Good Practices

Project Number: 2020-1-UK01-KA202-079031

Website: <https://bevtour.eu/pt/projeto/>

About: The expected impact is the development of food/beverage tourism in regions, through the establishment of new networks and routes, and the supporting of the existing producer networks to work together with intermediaries to develop regional tourism plan.

The desired Impact is that every employer and employee in Europe will have free access to the BevTOUR website and toolkit and understand the opportunity that tourism can offer. Target Audiences: Tourism students University professors and other higher education teachers.

Outputs:

IO1 - BEVTOUR BEST PRACTICE HANDBOOK

- The BEVTOUR BEST PRACTICE HANDBOOK will be developed for Food/Beverage producers who wish to add tourism product to their portfolio. It will also be very relevant for Tour Operators and Intermediaries, Consultants, Trainers and Support Agencies working in this field. The handbook will contain a minimum of 11 well developed Case Studies from around Europe covering a range of categories of food and beverage. The book will also include a guide on how to promote a gastro-tourism destination. This resource will be created to help owners and managers of small gastro-tourism destinations to understand and efficiently use different avenues of promotion available to them.

IO2 - BEVTOUR GUIDEBOOK

- The BEVTOUR GUIDEBOOK will be developed for Tourists and is an added value output. It will also be very relevant for Tour Operators and Intermediaries. The Guidebook will be developed from the research phase, as the Terms of Reference in this phase includes the identification of Food/Beverage Tourism projects in each partner country. The handbook will contain a minimum of 33 identified projects from around Europe covering a range of categories of food and beverage.

IO3 - The BevTOUR Platform

The BevTOUR platform will be divided into several sections with main headings as follows:

- Themes (food/beverage categories, multiple producers/products)
- Why BevTour (Producer/Tourism Agency/Tour Operator perspectives)
- Itinerary Maps and Guides
- Research Reports
- Best Practice Handbook
- Guidebook
- Dissemination materials
- About BevTOUR Erasmus+ Project