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**Baltic Sea Region Culinary Heritage
and
Baltic Sea Culinary Route**

Common Future for Baltic Tourism II
14-15.9.2011

EHTE I

- Estonian School of Hotel and Tourism Management
EHTE is a **private** school, providing **applied higher** education in Tallinn, Estonia.
 - The **only tourism education institution in Estonia fully focused on tourism and hospitality** both in the context of applied higher and vocational education in tourism, accommodation and catering sectors
 - EHTE differs from other educational institutions in the same field in Estonia, in particular in terms of its **close links with the business community and the entrepreneurs**. Also the lecturers and teachers are involved in the daily linkage with the business sector.
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EHTE II

- ❑ Established in **1996** – this year 15 !
- ❑ Founders: **Estonian Hotel and Restaurant Association, Estonian Association of Travel Agents** and Estonian Hotel School Ltd.
- ❑ More than **300 students** – 200 applied higher education curricula and 100 vocational education
- ❑ Average annual intake about 120
- ❑ **Largest annual number of graduates** (50) in the professional higher education study programmes
- ❑ Total number of graduates – 1000
- ❑ About 4500 total participants at vocational in-service courses - annually 400-500 participants
- ❑ Staff - 23
- ❑ Total campus space – 1400m²
- ❑ **www.ehte.ee**

EHTE III

Vision 2015

- A well-known and acknowledged in tourism and hotel area training institution in Eastern and Northern Europe.
 - Estonian leading hotel and tourism educational centre and acknowledged applied study centre in tourism, hospitality and catering service education.
 - A serious player at Estonian event management and catering service market and the leading representative of national food culture.
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Ain Hinsberg

"All of those clever reasons were wrong."



- ❑ Tourism career 1991 ...
- ❑ NTB & international tourism 1994 ...
- ❑ Tourism consultant 1997 ...
- ❑ 75 projects in the Baltics, 15 in Finland, 10 in Russia
- ❑ Areas - tourism policy, development, marketing and promotion, identification studies, information systems, planning, HR development and training.
- ❑ Involved in the preparation of master plans and marketing action plans for tourism projects all over the BSR, but mostly in the Baltics.
- ❑ Experience of tourism development assignments for EC, EU.
- ❑ Lectures since 1996 on the tourism in the Baltics and BSR with more specific attention at policies, EU-related issues, planning, marketing, sustainability, economy & industry, quality, product development – also in ENG, FIN, RUS.

Culinary Heritage

- ❑ More and more tourists around the world want to plan their travel destination around one theme – food.
 - ❑ Although a relatively new phenomenon, culinary travel is a growing industry.
 - ❑ Food is something that unites people and we all spend time every day thinking and talking about it. And of course eating!
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Bread and more

- ❑ The majority of Baltic Sea Region food is very simple, and for a long time, grain and bread were in the first place, with potatoes being added considerably later.
 - ❑ Dairy products, salted fish, and pork have also been part of the daily menu for centuries.
 - ❑ Traditional Baltic Sea Region dishes are known for the simplicity of their preparation. The same food could vary somewhat from country to country or place to place with a very large territory – The Northern Europe, Baltic states and neighbouring countries as well.
 - ❑ Today, dark bread is still loved in the Baltic Sea Region and it has been an everyday food since the 12th century. Dishes from oats and hempseed were prepared to a lesser extent, and wheat products did not reach the table until the end of the 19th century.
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Meat, fish, ...

- ❑ Other food, primarily animal foodstuffs, such as meat (salted), fish (dried, salted, fresh), and butter were called bread side dishes. Pea, bean, lentil, barley, and flour soups and porridges played an important role at the dining table. Festive food included different sausages and pork.
- ❑ Starting at the end of the 19th century, new foods, which previously were only prepared in the towns and manors, started to influence the traditional food scenery. The amount of storebought food and seasoning increased. Different types of baked white breads and cakes; barley porridge was often replaced by farina or rice pudding. Herring and potatoes appeared on the table.
- ❑ Since ancient times, fresh, salted, or fermented wild mushrooms, berries, nuts, and other forest products have been used for food. Various vegetables have been popular at different times, but turnips, cabbage, cucumbers, beets, pumpkins and tomatoes have always been eaten with pleasure. Apples have been the indisputable favourite among fruits.

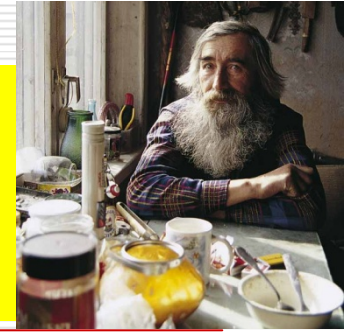
Desserts

- Desserts were prepared with “bird sweet”, i.e. with the help of honey, which was originally obtained from the forest. Honey was an important foodstuff and one of the most effective medications for the peasantry.
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Beverages

- ❑ The Baltic Sea Region is in Europe at the forefront of the consumption of both beer and vodka.
 - ❑ For celebrations, beer and mead were brewed in the Baltic Sea Region. Beer was usually made from barley malt, but rye, wheat or oats were also used. In different places and at different times, beer was brewed differently.
 - ❑ Vodka has been distilled industrially in the Baltic Sea Region since the 15th century, although it did not defeat beer for many centuries. However, the Baltic Sea Region belongs to the Vodka Belt (Eastern Europe and Nordic countries).
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The Baltic Sea Culinary Route Project - Partners



12 rural development, tourism and food stakeholders from 6 BSR countries:

- ❑ Ministry of Agriculture Republic of Estonia (EST),
- ❑ Ministry for Agriculture, Environment, Rural Areas, Federal State Schleswig-Holstein (GER),
- ❑ Ministry of Agriculture of the Republic of Lithuania (LIT),
- ❑ Latvian State Institute of Agrarian Economics(LAT),
- ❑ Self-Government of the Pomorskie Voivodeship (POL),
- ❑ Self-Government of the Warmińsko- Mazurskie Voivodeship (POL),
- ❑ Zachodniopomorskie Voivodeship (POL),
- ❑ Self-Government of Podlaskie Voivodeship (POL),
- ❑ Ministry for Agriculture, Environment, Consumer Protection Mecklenburg-Western Pomerania (GER),
- ❑ Lithuanian Agricultural and Food Market Regulation Agency (LIT),
- ❑ Swedish Ministry of Agriculture (SWE) and Coompanion Jönköpings county (licenseholder for Culinary Heritage Småland) (SWE)
- ❑ ~~Tourismus Agentur Schleswig-Holstein GmbH (GER), Directorate for Food, Fisheries and Agri Business (DEN) and Finfood – Finnish Food Information (FIN) participate as associated partners~~

The Baltic Sea Culinary Route Project – Goal



Main goal:

- ❑ develop a joint Baltic Sea Region Culinary Route and
 - ❑ develop culinary tourism products based on regional food heritage in order to
 - ❑ empower BSR identity, status of BSR cuisine and rural service economy (using clean and healthy regional food) as provider of regional employment and products
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The Baltic Sea Culinary Route Project – Aims



- 1) Empower rural service economy (using clean and healthy regional food) as provider of regional employment;
 - 2) Focus BSR identity by creating clearer profile for BSR;
 - 3) Establish BSR food heritage concept useable in tourism;
 - 4) Develop culinary tourism products based on regional food;
 - 5) Establish BSR cuisine among international culinary traditions;
 - 6) Generate BSR culinary tourism development framework;
 - 7) Involve cross-sector and rural stakeholders in policy-making and strategic planning;
 - 8) Set up a BSR Culinary Route supported by regional culinary tourism products.
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The Baltic Sea Culinary Route Project – Activities



2010-2012:

- Partner networking,
 - Research,
 - Master planning,
 - Marketing,
 - Tourism route development
 - Product & quality development (incl. training)
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The Baltic Sea Culinary Route Project – Results



1. Well-focused BSR identity;
2. BSR cuisine established among international culinary traditions;
3. Cross-sector and regional stakeholders involved in policy-making and strategic planning;
4. Rural service economy acknowledged as a regional development priority;
5. Compiled Pan-BSR culinary tourism strategic development framework;
6. New BSR culinary tourism supply using clean and healthy regional food;
7. Established and launched Pan-BSR tourism route as a network of cross-sector stakeholders

The Baltic Sea Culinary Route Project – EUR & ...



- ❑ INTERREG project with total budget of EUR 3,480,000
- ❑ Application not successful in late 2009 – not enough entrepreneurial focus & outcome + just building another “route”
- ❑ Re-application in 2010 handicapped, as the Lead Partner no longer interested in being in charge and co-funding
- ❑ 2011 have been negotiations to re-apply in 2012

Which way to go from here ?



- ❑ "Would you tell me, please, which way I ought to go from here?"
 - ❑ **"That depends a good deal on where you want to get to," said the Cat.**
 - ❑ "I don't much care where –" said Alice.
 - ❑ "Then it doesn't matter which way you go," said the Cat.
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Eesti Toit

Estonian food programme

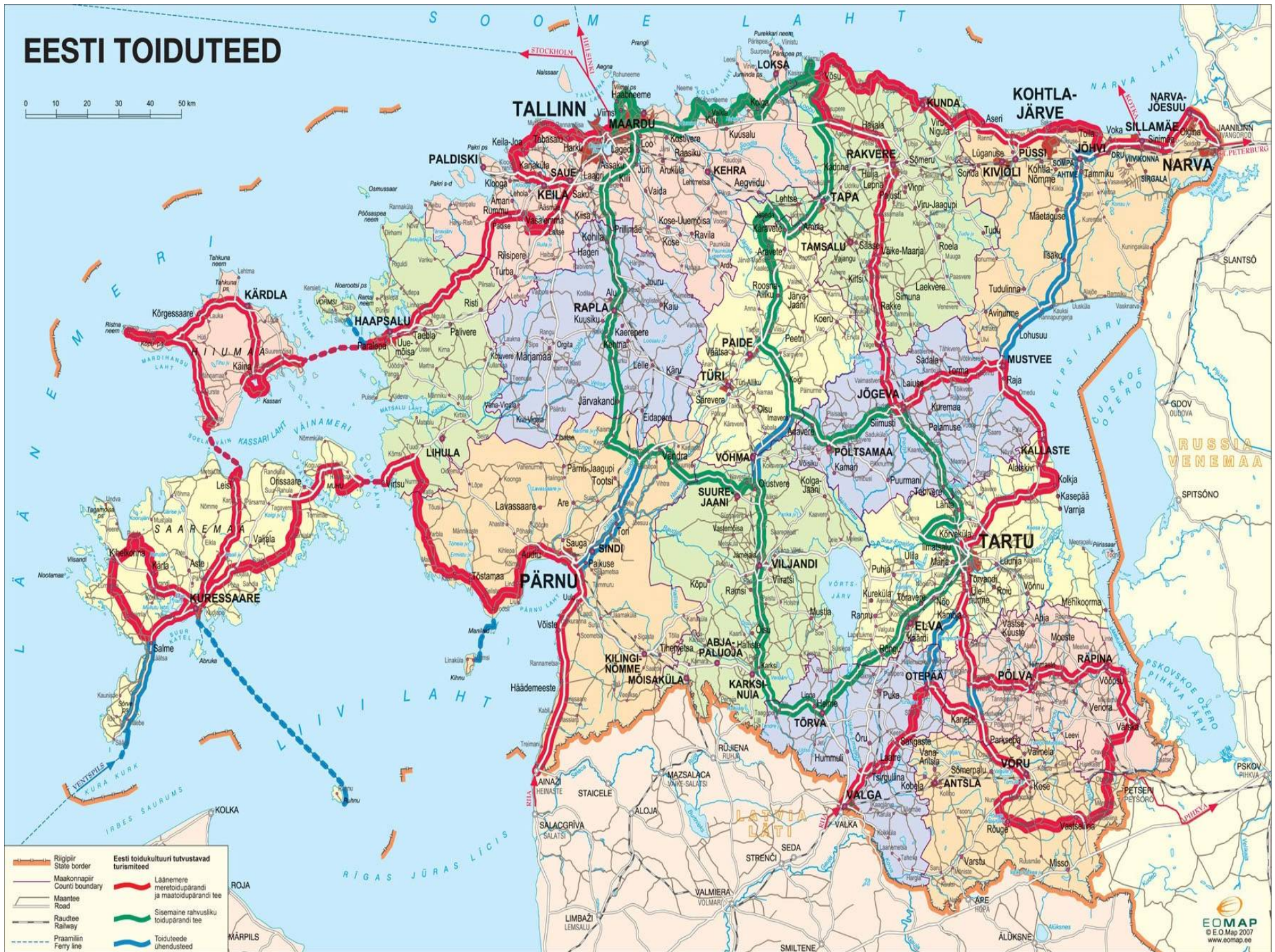
- ❑ http://www.eestitoit.ee/?page_id=159&language=en
- ❑ Stage I 2005-2008 – 400 projects for EUR 2.6 mio (incl. Estonian culinary route mapped);
- ❑ Stage II 2008-2010 – status quo;
- ❑ Stage II 2011?-... – relaunch (incl. Estonian culinary route re-mapped);



E · E · S · T · I
MAATURISM

ESTONIAN
RURAL TOURISM

EESTI TOIDUTEED



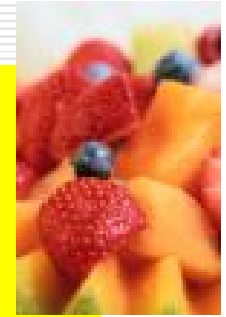
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|--|---------------------------------|--|---|
| | Riigipiir
State border | | Läänemere
maretoiduparandi
ja maotoiduparandi tee |
| | Maakonnapiir
County boundary | | Sisemaine rahvusliku
toiduparandi tee |
| | Maantee
Road | | Toiduteede
ühendusteede |
| | Raudtee
Railway | | |
| | Praamiin
Ferry line | | |

Cultural holiday Estonian style



- ❑ <http://tutvustaeestit.eas.ee/en/brand-estonia-and-terms-of-use/external-communication/tourism>
 - ❑ As Estonian culture is such a broad concept, the suitable symbols for generating a message are divided into four focus topics:
 - ❑ ARCHITECTURE
 - ❑ TRADITIONAL CULTURE
 - ❑ MODERN CULTURE
 - ❑ CUISINE
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Cuisine



- Probably there is an extremely small number of foreign tourists heading to Estonia with a main motivation to try out our national cuisine. Nevertheless, the culture of cuisine is a very important element of traditional culture, expressing the local character.
- Our greatest and clearest advantage is pure environment that guarantees the high quality of our honey and forest products, as well as field crops, meat and dairy products. In short – the Estonian cuisine uses the world's best and healthiest ingredients.
- Depending on the target market the familiarity concept could be used. Since our cuisine is a mixture of German, Russian, Finnish and Scandinavian cuisines it is easy to find dishes known to these people (sauerkraut, seljanka etc.). Thanks to the purer ingredients and local preparation methods these taste even better in Estonia.
- The black bread, roast mixed grains called kama and Baltic herring unique to Estonia can be commercially communicated as something really exotic.
- Also the tradition of cooking at home and eating out less is quite an exotic phenomenon, at least in the European context.

Symbols



- ❑ PURE AND NATURAL INGREDIENTS
- ❑ FRESH SMOKED FISH
- ❑ CLASSICAL PARTY TABLE
- ❑ HOMELY CONSERVES
- ❑ BALTIC HERRING
- ❑ KAMA
- ❑ ESTONIAN BEER
- ❑ ESTONIAN VODKA
- ❑ VANA TALLINN
- ❑ CAFES
- ❑ SWEETS
- ❑ RESTAURANTS IN EXCITING LOCATIONS
- ❑ BLACK BREAD