

Interreg
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

BASCIL

Practical Tools for Local Food Tourism Development Through International Cooperation





What is Bascil?

Duration January 2023 – December 2025

15 organizations from 8 countries (Norway, Sweden, Finland, Estonia, Latvia, Lithuania, Poland, and Germany)

9 project meetings, more than 30 study visits

88 companies conducted pilot testings of new tourism offerings

2 Bascil Manuals, comprehensive guides



BASCIL Manual

Practical solutions for designing culinary tourism services

- A practical guide that helps local food producers and SMEs develop culinary tourism services.
- Step-by-step guidance, tools, and business models based on the Business Model Canvas
- 12 best-practice examples from BASCIL pilot regions. It incorporates key findings from piloting with 88 companies in 12 regions
- Helps producers and farmers diversify their businesses by creating experience-based services built on high-quality food products.

Business Model Canvas



BASCIL Manual

Practical solutions for designing culinary tourism services

The **Business Model Canvas (BMC)** is a tool for visualizing, analyzing, and developing business models for companies of all sizes.

BMC is built around three core concepts:

- **Desirability:** Focus on customer needs and the value the business provides.
- **Feasibility:** Assess if the business can realistically deliver its products/services.
- **Viability:** Ensure the business model is financially sustainable and profitable



BASCIL Manual

Practical solutions for designing culinary tourism services

Conclusions from Piloting at Company Level

Opportunities & Benefits

- Increases brand visibility, sales, and community engagement
- Stabilizes revenue through off-season activities
- Enhances visitor experience via storytelling and hands-on workshops

Challenges

- Balancing farming and tourism tasks
- Limited staff and infrastructure

Recommendations

- Start small, scale gradually
- Strengthen clusters and joint marketing
- Combine on-site experiences with digital sales
- Keep innovating to encourage repeat visits



The BASCIL self-assessment tool

- The BASCIL self-assessment tool complements the BASCIL Manual
- Helps food producers evaluate their readiness to receive visitors and provide tourism services.
- Developed in response to partner needs
- The tool assesses nine areas: marketing & branding, accessibility, tourist-friendly environment, product quality & USP, hospitality, cultural authenticity, educational experiences, local partnerships, and regulatory compliance.



BASCIL Manual

Marketing and Promotion of Common Regional Culinary Tourism Products

- The manual explains the rapid growth of culinary tourism and how regions can build a strong, unified food travel ecosystem.
- A practical guide that helps regions and businesses develop marketing solutions and promote culinary tourism.
- Provides guidance on how to ensure long-term sustainability of joint culinary tourism initiatives through collaboration, shared standards, and strong partnerships.
- 5 best-practice examples from BASCIL pilot regions.



BASCIL Manual

Marketing and Promotion of Common Regional Culinary Tourism Products

Conclusions from Piloting

- Collaboration between producers, tourism providers, and local authorities strengthens competitiveness and regional identity.
- Coordinated branding, storytelling, and digital tools (maps, apps, social media) turn local food into market-ready tourism offers.
- Joint events and thematic packages increase visitor engagement and community pride.
- Challenges: limited staff, seasonal logistics, legal restrictions, and need for digital marketing skills.
- Sharing tools and mentoring helps overcome limitations.
- Culinary tourism drives innovation, visibility, and measurable growth in visitors, products, and local identity.



Thank you!

Read more <https://interreg-baltic.eu/project/bascil/>