



Baltic Sea Food Tourism Route

- located in coastal area of Helsinki and Estonia

Eva Malkova

Haaga-Helia University of Applied Sciences

Bachelor's Thesis

2021

Bachelor of Hospitality, Tourism and Experience Management

Abstract

Author(s)

Eva Malkova

Degree

Bachelor of Hospitality, Tourism and Experience Management

Report/thesis title

Baltic Sea Food Tourism Route - located in coastal area of Helsinki and Estonia

Number of pages and appendix pages

54 + 9

Key objective of this product-based thesis was to create a food tourism route located in the coastal area of Helsinki region and Estonia for generation Z including variety of food experiences. Besides main objective thesis included 3 sub-objectives: enhancing local small entrepreneurs and sustainability, find the possible co-operation opportunities between Estonia and Finland, to find the development ideas for food tourism in both countries. Whole thesis process included cooperation with commissioning party Hungry for Finland project. Purpose was to made an example that can be utilized further by Hungry for Finland. Currently creation of food routes is one of the main aims of Hungry for Finland project. Work on this thesis started in March 2021.

In the theoretical part of the thesis the main concepts are presented. Firstly, it was defined that food tourism is a way of tourism where main purpose is to experience mainly local food and beverages. It was also crucial to highlight food tourism trends where one of the trends is related to generation Z which is becoming a new foodie group. Studying food tourism in Finland and Estonia showed that both countries have similarities in food culture: they try to use pure local ingredients, value the environment and promote food tourism with different products also including food trails. Food trails are attractions which offer different food experiences and mainly have common theme. Generation Z is a open-minded generation which is interested in new experiences and moreover in food tourism. Hungry for Finland stays for the food tourism development strategies in Finland and looks for new products. Coastal and marine tourism is about activities on the coast or water and experiencing food is one of them. The Baltic Sea also plays important role in tourism development as it has good features in attracting tourists and supporting locals.

Product creation process took place in period from October 2021 to November 2021. It started from non-participant observation including observation table created by the author. Aim was to pick up food related places or products according to criteria which has been made based on theoretical findings. Observation table contained several parts which were filled while observing selected food providers. Ready list included 14 places in total: 7 from Helsinki region and 7 from Estonia. The route was named as "Coastal flavours and the sense of sea of Helsinki and Estonia". It was decided to create the route map in a brochure style. Therefore, the most suitable tool for creation was Canva. It includes 2 maps from both coasts and marked places on them. All the places has number order which is suggested order of visiting the places. After familiarizing with maps it is possible to read details about each place on the next pages. Among the presented places are cafes, restaurants, breweries, harbour and old markets, cooking classes and food experiences outside usual environment. In total brochure includes 18 pages.

Some development ideas were given. Author suggest to stretch the route on the whole coastal area of Finland in order to give more versatile experience for the visitors and stretch the food tourism development also outside the Helsinki region. Cooperation between countries could be reached by connecting involved parties and by implementing different thematic tourism campaigns on the coast. English language could be used more on food tourism providers' information sources since it will attract more tourists from abroad.

Keywords

Food tourism, route, coastal area, Finland, Helsinki, Estonia, Baltic Sea

Table of contents

| | |
|---|----|
| 1 Introduction..... | 1 |
| 2 Food tourism, its importance and food related trends..... | 4 |
| 2.1 Food tourism in Finland..... | 6 |
| 2.2 Food tourism in Estonia..... | 8 |
| 2.3 Food tourism trails..... | 12 |
| 2.4 Generation Z as a target group..... | 14 |
| 2.5 Commissioning party - Hungry for Finland..... | 18 |
| 3 Marine and coastal area & Baltic Sea..... | 19 |
| 3.1 Marine and coastal tourism..... | 19 |
| 3.2 Baltic Sea as a tourism destination..... | 20 |
| 3.3 Baltic Sea importance for Finland and Estonia..... | 21 |
| 3.4 Baltic Sea Tourism Forum and EU Strategy for the Baltic Sea Region..... | 22 |
| 4 Product creation process..... | 23 |
| 4.1 Observation as a method..... | 23 |
| 4.2 Building observation table..... | 23 |
| 4.3 Criteria for choosing the food tourism products and destinations..... | 25 |
| 4.4 The process of choosing the food tourism products in Helsinki region..... | 27 |
| 4.5 The process of choosing the food tourism products in Estonia..... | 29 |
| 4.6 Brief results..... | 30 |
| 4.7 Route creation process..... | 31 |
| 5 Route “Coastal flavours and the sense of sea of Helsinki and Estonia”..... | 35 |
| 5.1 Introducing the food tourism route..... | 35 |
| 5.2 Have a look at the maps..... | 35 |
| 5.3 Start your journey on the Finnish coast..... | 37 |
| 5.4 Continue exploring food tourism on the Estonian coast..... | 40 |
| 6 Discussions..... | 43 |
| 6.1 Development ideas..... | 44 |
| 6.2 Assessment of planning, process and the product..... | 44 |
| References..... | 47 |
| Appendices..... | 55 |
| Appendix 1. Observation table..... | 55 |

| | |
|--|----|
| Appendix 2. Screenshots of the Internet sources which were used while observing..... | 56 |
| Appendix 3. The route - Coastal flavours and the sense of sea of Helsinki and Estonia... | 63 |

1 Introduction

This thesis is a product-based thesis and main subject of it is food tourism. Idea is to create a food tourism route in the coastal area of Finland and Estonia. The route will consist of places for food experiences where consumer can independently choose places to visit.

During previous studies I became familiar with Finnish project called Hungry for Finland and their researches, and different ways of guiding and coordinating food tourism in Finland on national level. Hungry for Finland is more than just one project, it had many projects regarding food tourism before, starting from year 2012, and currently it is coordinating Finland's Food Tourism Strategy 2020-2028. Main target of this strategy is creation of food tourism routes in main areas of Finland. Aims of it includes, for example, familiarizing with Finnish food culture, developing food tourism products, creation food tourism networking on national level etc. (Hungry for Finland a.)

One reason to create one route is, that one emphasis is to create different kind of food trails. The thesis can bring new possible ideas for the project and ways of development food tourism in coastal area of Finland and Estonia. Besides this, thesis outcome could be used as a possible base for further cooperation between two neighbouring countries: Finland and Estonia. Also, ready food tourism route can give an opportunity to contribute for food tourism industry by promoting small entrepreneurs and sustainability. Therefore, whole thesis will be done for Hungry for Finland project. In the end of the thesis will be given different development ideas and thoughts regarding food tourism.

Due to personal interest to the food tourism topic I found it wise to choose what I am interested about. Specifically coastal area was chosen, because recently I became also interested in coastal and marine tourism. Besides this, I was not so familiar with the food tourism in a coastal area and it motivated me to research it. In both countries coastal area is one of the important destinations for food experiences, therefore I would like to create something new and innovative.

Main objective for this product-based thesis is a creation of food tourism route in coastal area of Estonia and in Finland for generation Z. Moreover, I would like to create this product for Hungry for Finland project, because it enables to contribute and be useful for the food tourism industry. Regarding the product aim is to include various food experiences. On this stage I could assume that product will look like a map with different place suggestions and descriptions.

Besides mentioned objective, I have also 3 other objectives which are supporting it:

1. First of them is to find the suitable destinations for the route enhancing local small entrepreneurs and sustainability.
2. Second objective is to find the possible co-operation opportunities between Estonia and Finland.
3. Third one is to find the development ideas for food tourism in both countries. Finding new possible perspectives could help to bring a new angle how to look into food travelling within these countries.

In order to have limitations in the thesis, it was necessary for me to set certain borders. First limitation is that from whole tourism industry I will focus on food tourism. This choice was made due to my interest in food tourism and as a traveler, I am passionate about food travelling. Secondly, I have chosen certain geographic limitation, which will be a coastal area of Finland and Estonia. Recently, I found myself interested in coastal and marine tourism and all things related to that, therefore my choice was made again based on my personal interest. Thirdly, since originally I am from Estonia and currently live in Finland I was looking for ways where I could connect both countries and create something useful for the industry. The sea is where I found the connection.

The product will be a route, and it contains 14 offered places to visit in a summary: 7 on the Estonian coast and 7 on Finnish coast. Target group for the product is generation Z, because my research showed that they are most promising markets for food tourism industry. It is also wise to mention, that the product will be made for post corona time, because only then, when borders will be open it will be possible to launch it properly.

Presented thesis is divided into theoretical and empirical part, which is concluded by giving development ideas and discussions. Written paper will firstly introduce theoretical base regarding food tourism in general where reader will have a chance to gain various visions of food tourism meaning and aspects. Next is presented food tourism in Finland and Estonia which show the differences or similarities and development of this field. After that is explained what are the food trails and what parts are needed for their implementation according to different sources. Further takes place part for familiarizing with generation Z, where is presented behaviour and needs of this target group. Straight after that is taking place information regarding commissioning party - Hungry for Finland. Last parts of the theoretical part will get closer to coastal and marine tourism in general and then focus on the Baltic Sea.

Practical part will show how the creation process proceeded, which method was used and what is the outcome of gathered data. After that ready food trail is presented with detailed

description. Discussion part will conclude the thesis and will include such part as development ideas and assessment of all stages. In the very end of the thesis it is possible to get familiar with used references and appendices.

2 Food tourism, its importance and food related trends

In order to get deeper into the topic, it is important to understand what is food tourism in general. As stated by Stanley & Stanley (2015, 10), specialists claim that interest towards food tourism began from wine tourism. Following five themes are involved into the food tourism: motivation, culture, authenticity, management and marketing and destination orientation (Ellis, Park, Kim & Yeoman 2018, 257).



Figure 1. Food tourism (adapted from Ellis & al. 2018, 257)

World Food Travel Association is giving following definition: “Food tourism is the act of traveling for a taste of place in order to get a sense of place.” (World Food Travel Association a). Another option of describing food tourism was given by Food Tourism Strategy of Finland 2020-2028 (Hungry for Finland 2020), where food tourism is considered as a way of exploring local flavours and feeling local spirit.

It is stated that food tourism is a way of travelling, where main motivation is to visit different places where is provided food: restaurants, festivals or other specific places where food experiencing is available. Food tourism is focused on sensual and physical food consumption. (Ellis & al. 2018, 253.)

Nowadays food tourism is considered as a new direction in tourism and have very important position in the experience economy (Yeoman & Mc-Mahon-Beatte 2016, 95). These days gaining certain knowledge about food is also one of studying parts at many schools, because it helps to increase the awareness about food features (Stanley & Stanley 2015, 11).

Food tourism was commonly and has to be one of the activities in the tourism, but in some countries it becomes the main motivation for visiting a place (Stanley & Stanley 2015, 1). It was discovered that tourists find the attractiveness of selected destination thank to the food, whereas weather conditions or sceneries does not play significant role (Khairuman, Hasrul, Daim, Akmal & Zamzuri 2020, 15).

As stated by Gendzhva (2014, 46), food tourism is a tourism, where main or less important appeal is food itself or process of its production. Besides the definition, the article is offering different types for food tourism which clarify certain purpose for food tourism. The typology is following: cooking courses, food festivals, visit local food producers and taste/purchase products, organized tours, combination with other tourism attractions, for example, wine tourism (Gendzhva 2014, 46-48.). Food travel is described as a way of tourism, that can bring more sense than other activity during a trip. Besides the taste senses, food is closely related to the heritage and culture, therefore tourists are having educational moments while experiencing. (Kaufman 2020, 13.)

Food tourism is also a place for several trends. Haaga-Helia University's LAB8 Service Experience Laboratory has made a report concerning global trends which will take place in the future based on surveys. Below is presented summary of upcoming trends provided by Hungry for Finland. (Hungry for Finland 2020.)

Table 1. Coming food tourism trends

| |
|--|
| Food tourism awareness |
| Authenticity and the importance of locality increases |
| Generation Z is a new foodie customer group |
| Food stories and storytelling |
| Short vacations and mini breaks |
| Travelling as a solo, but eaten together |
| Several generations travelling together |
| Food tourism experiences is enriched by technology |
| Vegetarian and vegan food popularity continues to the rise |

The role of food events and festivals intensify

Beside the food tourism there are also “culinary tourism” and “gastronomic tourism”. Since all three surrounds one big topic it is wise to understand their differences. Culinary tourism describes food activities which are related to the cultural experiences. In terms of culinary tourism, people are gaining information through food and understand peoples’ way of living, whereas the gastronomy tourism focuses on the importance of food in the host’s culture. (Ellis & al. 2018, 253.)

Gendzheva (2014, 46) describes culinary tourism as: “Culinary tourism which tourist attraction is the cuisine of the visited region/place” and gastronomic tourism as: “Gastronomic tourism is tourism which tourist attraction is the gastronomy of the visited region/place.”. Ivanov (2018, 105) claims that gastronomy tourism is a way of travelling where purpose is to get know the features of national food and its production and it has following types: countryside tour, restaurant tour, educational tours, ecological tour, event tour and combined tour.

2.1 Food tourism in Finland

Tikkanen (2007, 727) states, that food tourism in Finland started from 1960s, when cruising between Sweden and Finland became available. As stated by Purhonen & Heikkilä (2017, 93) modern Finnish food tastes are divided into “light/ethnic” and “heavy/meat” food. It is claimed, that food which is produced in Finland - is one of the most purest in the Europe. Food is now the most important part of the world’s tourism industry and current aim is that food will be same important for tourism in Finland. (Havas & Adamsson 2015, 8-9.)

What comes to the culture of food, then movement of slow food is taking place in Finns’ life. Authenticity, simplicity and slow tempo are the main parts of this lifestyle and food enjoyment. Recipes are moving from generation to generation, but one thing is permanent - ingredients given by nature. Food is a very big part of Finnish culture, therefore it has very high value. During the year here is no time for poor or boring food, because every season is giving something special and it enables to create delicious and healthy food. (Visit Finland a.)

Finland has certain areas where food tourism mainly takes place: Lapland, Lakeland, Helsinki region and Coast & Archipelago. Besides these, it takes place also in the counties, smaller regions, cities, etc. Each of the region, county or city, for instance, has

their own food and ingredients specialities which tourists can enjoy. Besides purity Finnish people are proud of their roots and traditions, therefore it is also one of the value of the food tourism. Food in Finland is very various - tourists can experience home cooked food or food in fancy restaurants. Thanks to the geographic location and climate wild growing ingredients have rich aroma and color. Finnish food is delicious all-year-around, because all the ingredients are commonly local and different methods of preserving food helps to diversify the dishes. (Visit Finland b.)

Finland's nature has a lot of gifts for people. According to ELO (2018), wild food is a part of food culture and it is claimed the mental and physical health quality increases while being in contact with the nature. The food found in the wild can be also named as superfood (ELO 2018).

As was said, every part of Finland is offering different food experience due to the authenticity and locality. Helsinki region is a very good place for visiting local restaurants, because they are on peak due to their movement towards pureness, local support and seasonal cooking. Due to the geographic location of Lapland, it is hard to have huge list of local food ingredients. However, the food there is delicious, because nature is still rich and gives the taste for the Lapland: reindeer, cloud berries and many other things can be found in the wild. (Visit Finland b.)

If some of the main dishes vary from place to place, then rye bread and porridges are important for the whole Finland. The same important is coffee - it is an irreplaceable part of the food culture, because Finns drink it almost everywhere: celebrations, work, home. Importance of vegetarian food is also growing. (MyIntegration a.)

Tourism share regarding GDP in Finland is 2,7% (Ministry of Economic Affairs and Employment of Finland a.). According to 2019, food activities had the biggest share (36%) in whole tourism industry. Two years ago food tourism related businesses also had the greatest amount of provided jobs as 55 331 people were part of this industry. Below are some statistics on tourism revenue share in 2019. (Työ- ja elinkeinoministeriö a.)

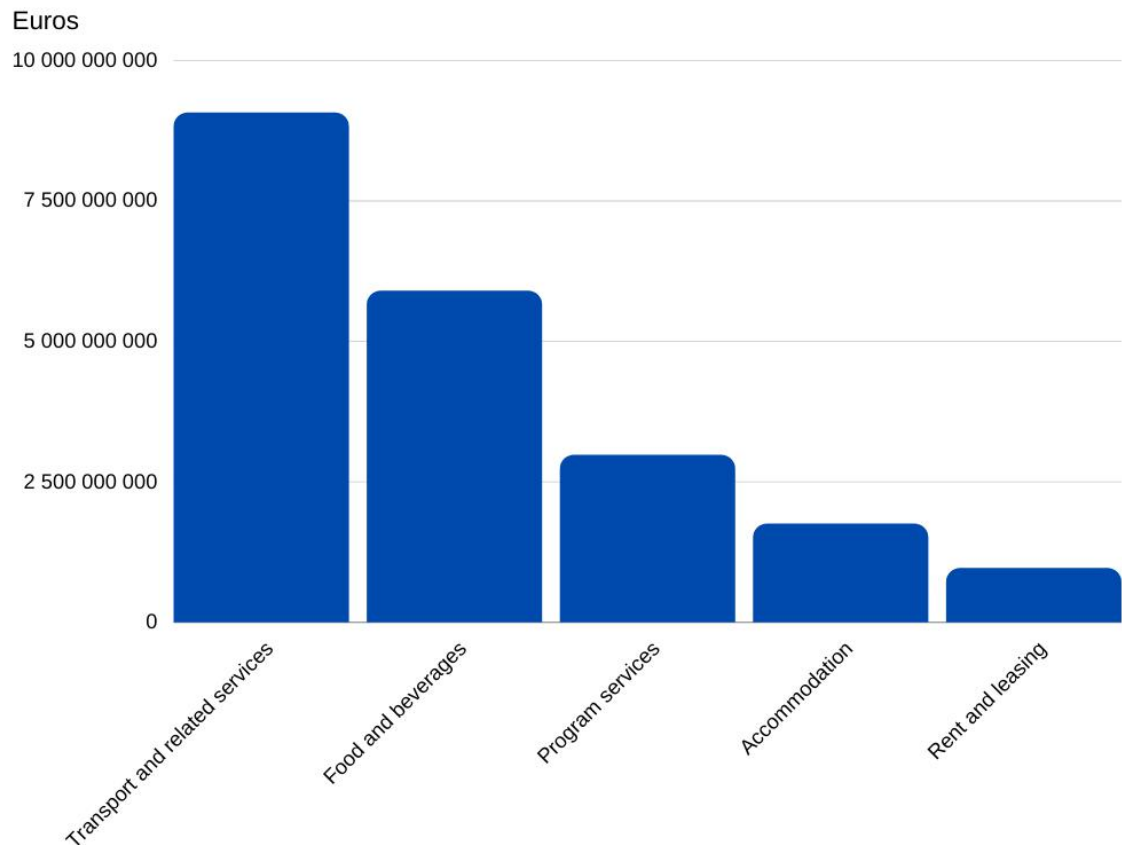


Figure 2. Finland's sales share in tourism industry in 2019 (adapted from Työ- ja elinkeinoministeriö a.)

Hungry for Finland took responsibility to develop food tourism industry in Finland, therefore was created a strategy for period from 2020 until 2028, but the actions will be taken already between 2020 and 2023. The strategy highlights importance of locality, pureness and creativeness while eating in Finland. Mission of this strategy refers to involving as many food tourism providers as possible throughout the year, since cooperation improves the quality. Vision of this strategy refers to that in Finland food is not only a source for experience or entrepreneurship, but it is also plays a role in sustainable tourism. Among the aims are: development of food tourism products, creation of food tourism routes and national co-operations, increasing the quality of food culture and supporting the competitiveness among tourism and food related businesses. (Hungry for Finland a.)

2.2 Food tourism in Estonia

Estonia as Finland has very pure nature and therefore Estonia tries to use that advantage. National campaign called "Estonian food" is operating in Estonia in order to promote local food. Products that are inherent for Estonia kitchen are "rye bread, meat, milk, vegetables, fish and various forest goods" (Visit Estonia a). "Estonian food is a tasty reflection of

thousand-year-old traditions pure nature and smart producers” (Eesti toit a). Despite the small size of the country, Estonia has many places which can offer food purchase or consumption.

Estonian food culture changed a lot after Estonia was not a part of the Soviet Union any more (Polese, Seliverstova, Kerikmae & Cheskin 2020, 1021). Estonian food culture became hybrid due to changes and now trends' impact increased importance of environmental issues, authenticity, local features instead of mainstream food consumption (Kannike, Tasa & Västrik 2017, 217).

Food in Estonia is very different according to 4 seasons: winter, spring, summer and autumn. Therefore, various local dishes can be experienced. For instance, mood and food color for summer is yellow. It is common, that people are picking berries from the forests or their gardens and they are used to be eaten in different ways: with milk or sugar, as a jam, as a jelly, as an ingredient for various desserts or just raw. It is also natural, that during summer food preparation and its enjoyment takes place outdoor. Summer time is also a barbecuing period, when different kinds of meat and fish in different marinades are eaten. What comes to fish lovers, then they can enjoy flatfish on the coastal area. (Eesti toit b.)

What comes to autumn, then it is time for garden harvest, nuts and forest berries and mushrooms. Estonia nature is very rich of different kinds of mushrooms, therefore it is also possible to try them in very different ways: marinated, salted or dried. And they are used in very different kinds of dishes. The most important ingredient during this season is potato. It is the main side or ingredient for literally most of the dishes. The diversity also comes to the meat selection. Garden fruits as apples, pears or plums, for instance, have also traditional way of use: jam, juice or wine. (Eesti toit c.)

Despite the fact, that during the winter Estonian climate does not let people to grow something outside and pick it up, table is also covered with delicious food. The secret of it is that people are preparing vegetables, fruits, mushrooms in very different ways for the winter. Even though considered colour for food is black and white, the variety of different dishes makes it look very colourful. Usually, during the winter table is covered by pork (especially with fat), sausages, different salads with marinated ingredients, porridges, bread and many others dishes which can be made from summer or autumn harvest. (Eesti toit d.)

Green colour is considered as main colour during the spring. This season again let Estonian people to get the goodies from their gardens such as green onion or rhubarb, for example. Now it is also time for Baltic herring, which is irreplaceable on Estonian table. Also other fish which is cooked by different ways are common on the table: roach, pike, ide etc. Making juice (birch or maple) or picking up some spices or herbs are also natural ways for founding flavours and making the tastes more colourful. (Eesti toit e.)

The tourism industry in Estonia covers 8% of GDP and work places, which certainly has a positive impact on income coming from exports (Ministry of Economic Affairs and Communications). Some statistics are made regarding accommodation, food and beverage services, and other tourism related services such as tour operators. According to this research made in a period from 3rd quarter 2016 to 2nd quarter 2021 food and beverage services has the highest turnover. Below are presented results gained from in period between 2018-2020. (Statistics Estonia a.)

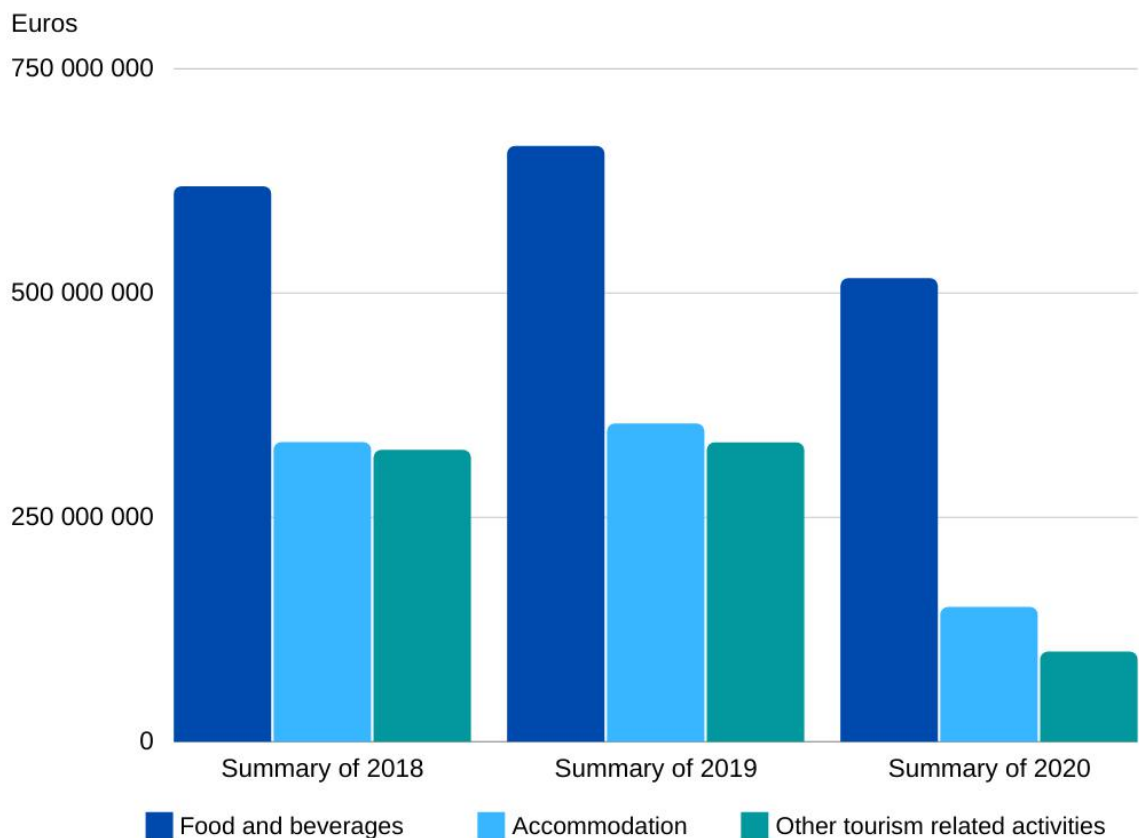


Figure 3. Entrepreneurs turnover in tourism industry (adapted from Statistics Estonia a.)

Visit Estonia created a food strategy focusing on Food Seekers – those, who are looking for deeper connection with food industry and take their time without rush (Brand Estonia). Food seekers are coming from FIT (free independent travellers) target group which is

considered as the most suitable audience for food tourism in Estonia, because they fit with the Estonian mindset of independence. The strategy is presenting motivations for food seekers in Estonia which are visible in Figure 4. (Visit Estonia b.)



Figure 4. Motivations for food seekers in Estonia (adapted from Visit Estonia b.)

Food tourism strategy in Estonia has its own promise for travellers. Due to the small size of the country, it is promised that Food Seekers can easily access desired places and use the time at the most while discovering and experiencing food products. The strategy also gives an opportunity for Estonia to own the language of time. Phrases, words or any other time related information are expressed very tolerantly in order to highlight the idea that food travellers use their time as they wish and on their own tempo. In order to meet the needs and expectations of Food Seekers, different tone of voice is used while describing food experience products. (Visit Estonia b.)

Estonia already has an Onion Route food trail. The sites are located in the villages which are nearby the Lake Peipus. It could be considered as a one day adventure or travellers can stay longer, since route destinations have a lot to offer. All interested people can participate in workshops and try to prepare traditional food (from local ingredients). Participation in different activities is also possible (guided tours, kayaking, playing disc golf etc.). Route is available during the whole year, but activities vary. Winter is a perfect time for travellers interested in fishing, because guides will teach about the whole process. This

place is unique and attracts people, because it has diverse culture to show. Quite small piece of Estonia is able to represent culture of Estonians, Russian Old Believers and Manor culture of the Baltic Germans. Old Believers live on the Shores of Peipus already for hundreds years. Therefore, they have many traditions and stories to tell about the food products as they are on of the producers. (Sibulatee a.)

2.3 Food tourism trails

Food trails are attractions, which offer different kinds of food activities from stakeholders' behalf along certain route (Andersson, Mossberg & Therkelsen 2017, 6). These trails are depending on cooperation between different local producers such as wine producers, hotels or breweries, for example, which are focusing on one type of product or on local food in general (Andersson & al. 2017, 4). Exploring food trails gives totally different experience and opportunity to familiarize with wider list of food and beverage providers, than during traditional place visiting (Roy, Gretzel, Waitt & Yanamandram 2019). Very often familiarization with agriculture is a part of the experience, therefore trails can consist of stops at farms, ranches or different plantations (Timothy & Boyd 2015).

Main aim of food trails is to familiarize visitors with authentic local experience. Trail is offering special food experience, which can be a push factor for the visitors to return back in the future. Moreover, food trails are seen as something much more than possibility to try different food. Besides this it gives an opportunity to enjoy the views, historical places and feel the culture. (Khairuman & al. 2020, 15.)

Trail is named also as a marketing tool, which is consisting of needed connected parts: actors, theme and space. The actors are the suppliers and all parties involved in trail creation. Theme stands for the selected topic for the trail, which is connecting the stakeholders and attracts the visitors. And lastly, space is including the physical, social, agronomic and cultural features that the region is offering. (Roy & al. 2019.)

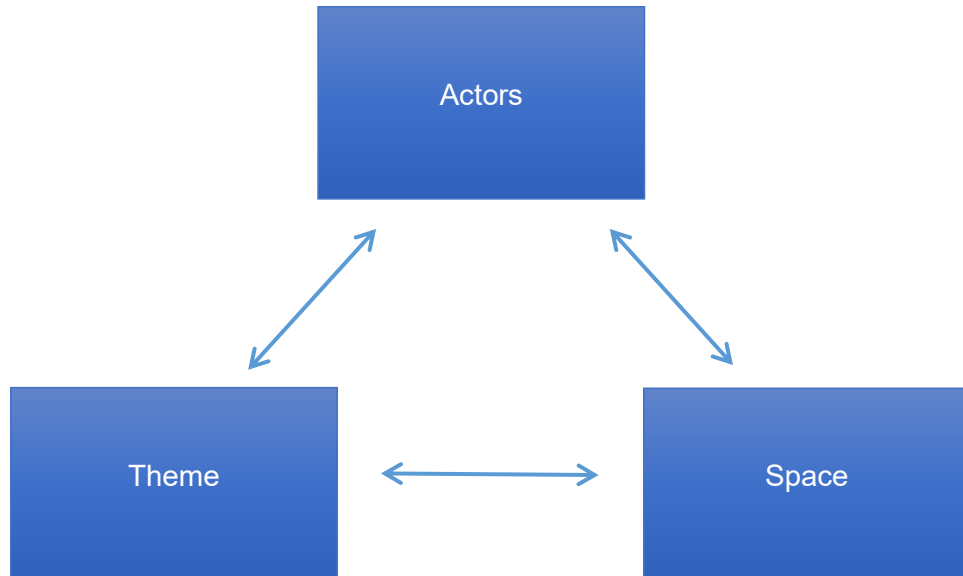


Figure 5. Food trail approach (adapted from Roy & al. 2019)

Food trails are also considered as a strategy for rural tourism development (Anderson & Law 2012, 284). Even though food tourism routes are not researched very detailed yet, there are several case studies, which help to provide more suitable framework for their performing. For instance, as stated by Anderson and Law (2012, 284), “The key themes of an advanced framework for food trail performance should include overall product, trail product, communication, trail management, economic viability, future possibility and planning context”.



Figure 6. Key themes for advanced framework for food trail performance (adapted from Anderson & Law 2012, 284)

2.4 Generation Z as a target group

Target group that was decided to focus on is generation Z. It is claimed, that generation Z is people born in 1996-2009 (Sladek & Grabinger). However, year boundaries between the generations can differ depending on the sources and authors. As stated by Rzemieniak & Wawer (2021) generation Z stays in period from 1995 to 2010. Comparing to the previous generations, Gen Z is more cautious and empathetic towards surrounding (environmental and social issues) and more open for voluntary activities (Pencarelli, Taha, Škerhánková, Valentiny & Fedorko 2020). Due to the constant online connection, ability to find videos, detailed articles or pictures regarding world tragedies, disasters or friends' troubles, this generation has wider spectrum of emotions and this make them being compassionate (Seemiller & Grace 2016). Some characteristics for generation Z is provided in Figure 7.

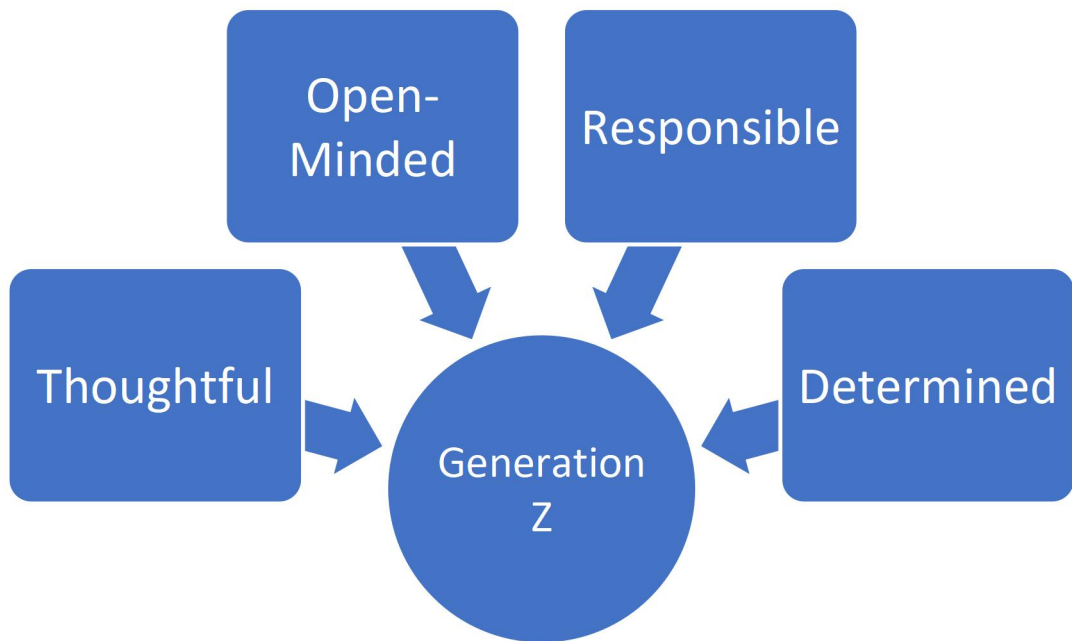


Figure 7. Characteristics for Generation Z (adapted from Seemiller & Grace 2016)

This generation is ready for new experiences and moreover it is one of the motivation to travel (Kaufman 2020, 14). According to the research outcome presented by Kaufman (2020, 14) majority of Gen Z is interested in different kinds of experiences (cheap, but with good quality), authenticity, activities, local food (also different ways of food experiencing) and not so interested in luxurious or very educational way of travelling. What comes to the wine tourism research outcome made by Stergiou, Airey & Apostolakis (2018, 179), Gen Z is more interested in options like local food, products, views enjoyment and socialising and less in the wine.

This generation has their own values and opinions, but if companies will find the right approach, then they could use the advantages that GenZers can offer (Sladek & Grabinger). Their habits and interests related to travelling are presented below in Figure 8.

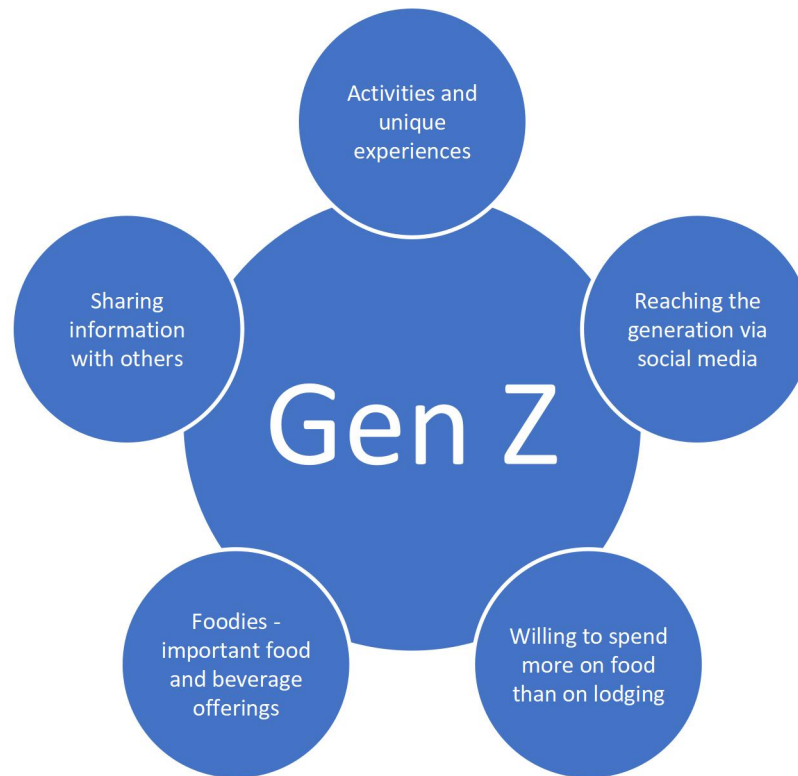


Figure 8. Interests and habits of travelling for generation Z (Kaufman 2020, 16-17)

Generation Z fits very well as a target group for sustainable food market due to the high potential, therefore getting know them is needed for successful sustainable marketing. It is also mentioned, that the generation clearly understands the reasons for being ecologically friendly, but they have issues of how to be involved into the movement. According to the research made in US, 92,8% of respondents (total n=812) are affected by following things when deciding to make a purchase regarding sustainable food: environmental protection and product effect on the health. (Su, Tsai, Chen & Lv 2019)

Sustainability is talking point trend nowadays and generation Z is the one who is actively taking part in it. Research made in Finland showed, that most of participants are worried about food waste and they are considering other ways of behaviour in order to improve their attitude. The opportunities for it are following: desire for consumption organic and local food, buying waste food from the restaurants or start being vegetarian. (Kymäläinen, Seisto & Malila 2021.)

Generation Z is used to be in touch with social media, therefore it is important that their need of being social and involved into experiences will be covered and could also be transferred into virtual world (Skinner, Sarpong & White 2018, 96). Singh & Dangmei (2016) stated that generation Z is considered also as a technology generation. Due to the fact, that the generation is born in digitalization period, it is possible that tourism will be

modified (Robinson & Schänzel 2019, 129). Nowadays social media is necessary part for this young generation and it also influences the decision making process regarding travelling issues (Kaufman 2020, 14).

Generation Z taught many things from generation Y, therefore they have more realistic attitude (Scholz & Rennig 2019, 6). Gen Z Effect is now taking part in our society - it is all about new norms of behaviour, technology use among all age group, being involved into increasing awareness about whole world and being part of economic and social organisations (Koulopoulos & Keldsen 2014). Therefore, GenZers more likely follow trends and social media channels are helping them with sharing it.

A theoretical model of travel experience has been created for the generation Z. This model helps to understand the meaning and parts influencing the experience. The 3 factors of the model (Figure 9.) that are playing role are: immediate influences, destination influences and global influences. (Robinson & Schänzel 2019, 136)

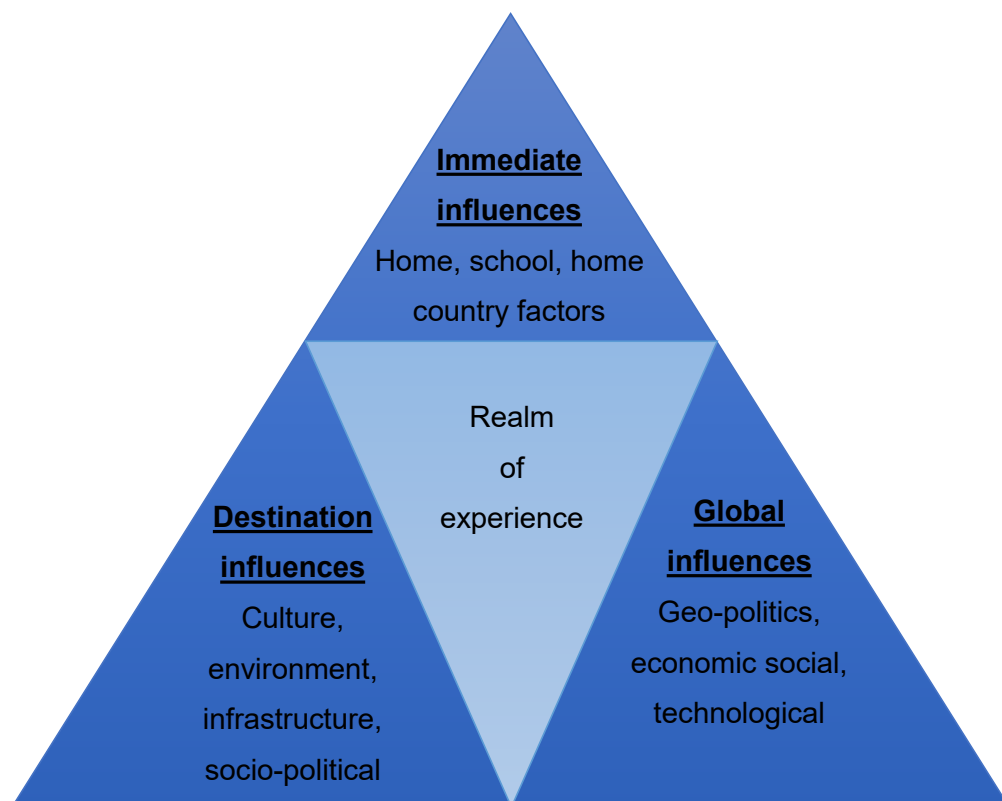


Figure 9. Theoretical model of travel experience for generation Z (adapted from Robinson & Schänzel 2019, 137)

Food tourists can be also considered as foodies. Foodies - are described as tourists who are ready to explore the history or the quality of the food as they are willing to try new tastes and unknown food products (Oleschuk 2016, 2). Gen Z as foodie generation is

appealed by healthy food and comfort regarding food preparation (Mitic & Vehapi 2021, 136). While being on holiday, the most important for foodies is to try local food and beverages, and learn the culture of it (Yozukmaz, Bekar & Kilic 2017, 175). Time is changing and now for food tourists is not enough only to consume the food, but also educate themselves by exploring the traditions, food preparation techniques and history roots. Authenticity plays very important role for the foodies and some of the tourists also are willing to share their food experiences in social media. Social media channels became the influencer of global food tourism trends. Now it is also the place where people not only share their pictures with others, but it has impact what and how people eat. (Balderas-Cejudo, Patterson & Leeson 2021, 199.)

2.5 Commissioning party - Hungry for Finland

This thesis is created as a possible product example for Hungry for Finland. Hungry for Finland is a project in association with Visit Finland, which is launching different strategies and projects for food tourism in Finland. Project have created a “Finland’s Food Tourism Strategy 2020-2028”. One of the important objectives of this strategy is to create food tourism routes and other combined products for the main four regions: Archipelago, Lakeland, Lapland and Helsinki area. Strategy also has several aims, where one of them is creation of national food tourism network. (Hungry for Finland b.)

The Finland’s Food Tourism Strategy 2020-2028 has three core messages. Firstly, it is “Taste of place” which refers to eat local food and to feel the Finland. Second message is “Pure & Natural” which is about eating slowly and in a healthy way. And, finally, to experience the Finnish food in wild and cheerful way refers to the third message “Cool & Creative”. (Hungry for Finland a.)

Hungry for Finland became the first project that implemented Food Tourism Strategy where important part was to provide workshops which help and support local providers and increase their skills. It is considered that the best food related experience includes active customers’ participation. For instance, customers look for wild food or other ingredients, or they cook and follow the recipes. (Havas 2015.)

At the moment Hungry for Finland project is working on helping entrepreneurs to develop their products and on coordinating the national level food tourism development in Finland in the frames of the project “Developing products for food tourism 2018-2022”. One of the actions of this project is a creation of certain criteria for products which will be used for international markets. (Hungry for Finland b.)

3 Marine and coastal area & Baltic Sea

As coastal area and its tourism is closely related to marine tourism, it is wise to consider and define them both. Despite the fact that our planet is consisting by 2/3 of water, not so many people are living nearby the water and therefore coastal and marine areas are popular destination for visit. (Papageorgiou 2016, 44.)

3.1 Marine and coastal tourism

Some experts are claiming that the most important type of coastal tourism is the one which is related to second homes planned as a part of town development project or resorts, or autonomously. All needed infrastructure for the coastal area is on the land and mostly is very close to the shoreline. (Tegar & Gurning 2018, 128-129.)

Marine tourism includes the activities where majority is water-based and is supported by land: gaining different equipment, services, facilities etc. Meanwhile coastal tourism is about beach-based activities and non-beach activities (land-based) and important requirement is a sea's availability. (Ecorys 2013, 5.)

Creation of new facilities for the coastal tourism is causing damage for its environment. The same happens with the water condition due to the water activities which especially harm the coral reefs. According to the situation, it is advised to take Blue Economy into action. The Blue Economy is a model which can be used for sustainability development. (Tegar & Gurning 2018, 129.)

There are two growing trends within coastal and marine tourism: geographic expansion and diversification of the activities. The first drives the exploration of remote destination and its possible development regarding social and economic aspects. The increasing variety of activities will possibly cause competition. (Orams & Lück 2014, 482.)

Coastal and marine area is also an opportunity to develop aquaculture among the tourists. Tourism is helping to educate and create more awareness regarding aquaculture. Moreover, improving food tourism in coastal area by focusing on aquaculture can attract more visitors and help the involved companies to expand sharing information about aquaculture pluses. (Kim, Duffy, Jodice & Norman 2017, 311.)

3.2 Baltic Sea as a tourism destination

Finland and Estonia are ones of the countries, which are part of the coastal destinations. Moreover, their are located near to each other and their touch point is the Baltic sea. As stated by Klemeshev, Korneevets, Palmowski, Studzieniecki & Fedorov (2017, 4) Baltic Sea region is one of the most suitable areas for an international cooperation. The features for the destinations nearby the Baltic sea or directly on the coastal area are following: maritime development, use of water transport for economy purposes and use of seaside area for entertainment (Klemeshev & al. 2017, 13). Baltic Sea Region (BSR) is considered as an “economic powerhouse” and this definition is evidenced by key performance results. Below are presented some performance results from year 2017. (Baltic Sea Tourism Center 2019a.)



Figure 10. Baltic Sea Region tourism industry performance results in 2017 (adapted from Baltic Sea Tourism Center 2019a.)

Tourism is considered as a tool for the coastal residents of Baltic Sea, because it helps to develop sustainably regarding social and economic aspects (Kropinova 2020a). Development of blue economy also takes place here and in frames of European Union, Maritime Spatial Planning is responsible for its promotion (Luhtala, Erkkilä-Välimäki, Eliassen & Tolvanen 2021). Coastal and marine tourism is considered as the main driver for seaside activities and due to the competitiveness it has potential to grow. Also, it is

very attractive geographic place during whole year. (Renfors, Lanzasova & Czarnecka-Gallas 2021.)

According to the research calculated data in 2018 by Rakhmanov (2019) Tallinn is on the first place among 10 other Baltic region countries' capital cities regarding restaurant attractiveness. Whereas Helsinki was on the 8th place. It has been suggested that Estonia ranked first due to the high quality food and service, as well as rather low prices. (Rakhmanov 2019, 86.)

The Baltic Sea is a very important location for cruise ships regarding tourism sector. This region also fits well for holding the cruise ships when weather conditions are unpleasant. In total it has 20 new cruise ports. (Kizielewicz 2019, 245-247.)

3.3 Baltic Sea importance for Finland and Estonia

The Baltic Sea is a crucial part for cooperation between Finland and Estonia as a lot of EU citizens can cross the border and enter both countries without any difficulties. Hence, it can be named as cross-border cooperation. At the moment the ship weekend tours between Finland and Estonia are the places mainly providing shopping and heritage related tourism. (Kropinova 2020b.)

Based on international arrivals was possible to identify top source markets for the Baltic Sea Region countries. Below (Table 2.) are present the five top source markets for Finland and Estonia in 2017. (Baltic Sea Tourism Center 2019a.)

Table 2. Top five source markets for Finland and Estonia in 2017

| Finland | Estonia |
|-------------------|------------|
| 1. Russia | 1. Finland |
| 2. Sweden | 2. Russia |
| 3. Estonia | 3. Latvia |
| 4. Germany | 4. Germany |
| 5. United Kingdom | 5. Sweden |

John Nurminen Foundation is leading an event called Baltic Sea Day. Every year interested countries among which are also Finland and Estonia are celebrating this day in August. Aim of this event is to highlight importance of Baltic Sea and provide Baltic Sea friendly activities in a sustainable way. They are, for instance, coastal area cleaning,

different workshops, speeches, Baltic Sea related exhibitions or enjoying special food menu. (Baltic Sea Day 2021a.)

Baltic Sea Menu is one of the main activities of the Baltic Sea Day. Many food providers are participating by providing sustainably caught Baltic Sea fish with combination of seasonal ingredients. The Baltic Sea is having a problem of enormous amount of nutrient loads. Therefore, sustainable fishing could help to balance it. Each interested in participation can apply by providing an own Baltic Sea menu no matter it is a restaurant, citizen passionate about cooking or group of friends. (Baltic Sea Day b.)

3.4 Baltic Sea Tourism Forum and EU Strategy for the Baltic Sea Region

The Baltic Sea Tourism forum is hold annually and firstly in was launched in 2008. This forum became a place for information exchange and negotiation between involved parties from Baltic Sea area. Aims of the forum are: supporting Baltic sea tourism sustainable development, enhancing responsible co-operation and wisely use it between countries in Baltic Sea region, to offer a platform for data exchange in efficient way also with Baltic Sea Tourism Forum and promotion of the Baltic Sea as a safe and interesting unified destination for international visitors. (Baltic Sea Tourism Center b.)

EU Strategy for the Baltic Sea Region in 2009 became the first Macro-regional Strategy in whole Europe. This strategy is considered also as an agreement, since through cooperation all involved countries try to find solutions for problems in Baltic Sea region and to use the potential for development. (EU Strategy for the Baltic Sea Region a.)

It is stated that: “The EUSBSR has three objectives: Save the Sea, Connect the Region and Increase Prosperity”. It was important to create Policy Areas responsible for certain theme. As a result this strategy has 14 Policy Areas among which is also Policy Area of Tourism. (EU Strategy for the Baltic Sea Region b.)

PA of Tourism is responsible for strengthening the connection between involved parties by promoting the importance of Baltic Sea Forum and participating in creation of Baltic Sea Tourism Center. Also, goal is to actively use the potential of Baltic Sea region by having constant workshops which support the communication. (EU Strategy for the Baltic Sea Region c.)

4 Product creation process

In this chapter I describe shortly the method I used for collecting data, what criteria I chose for selecting the food tourism products and destinations, and what data collection tool contained. Later I describe how data collection process went in details. After that I present the process of product creation.

4.1 Observation as a method

For this thesis non-participant observation is chosen as a tool for collecting information. Alenezi (2020, 39) gave following explanation: "In 'Observations', researchers observe individuals, or group interactions, and make note of activities or behaviours that relate to the topic of the inquiry". Observation as a data collection method take place in management and organisation studies due to its special feature to enhance the quality of the data (Bardon, Garreau, Abdallah, Journé & Korica 2020, 1).

Interaction or its absence between researchers and an object of study depends on the type of observation. In this thesis was used non-participant observation. This type of observation enables independently collect information from open online sources without any contact with involved people. Since information is constantly changing, observation is seen as the easier and reliable way of collecting data. (Alenezi 2020, 40-41.)

4.2 Building observation table

My observation process started on 15.10.2021 and finished on 22.10.2021. This phase of the process lasts approximately 20 hours. It included observation table creation, criteria selection for the food tourism products and destinations, picking up food tourism products and data collection. Most of the time was consumed due to the challenge of having the right words for finding the versatile food tourism experiences and desired location at the same product. Secondly, some websites had only one or several languages, which forced to translate or compare offered information.

In order to collect the data regarding food providers, I created an observation table. Collected information was base for the route creation. The table can be seen in appendix 1. In my opinion, exactly these details would help to introduce the route and highlight the most important information for food experience seeker. The parts of observation table were chosen according to the findings in theoretical part as well as to assumption about useful information, which could be helpful for tourist. Since physically I was not able to visit the places due to pandemic, I had to rely on the information provided online.

Important was to check information in all languages, because amount of information and sometimes content may differ.

Chosen places are located on the coast, but it was necessary to know exact location in order to be accurate while creating a map and navigate as precise as possible. Knowing the location also helps to have spaces between the food tourism providers and avoid having them all in one place.

Considering the fact that the main target - generation Z is consisting mainly of very young people who is probably still studying or just in the beginning of their career creates an opinion that price consideration is wise. However, it was also mentioned that chosen target group is willing to spend more on food experience than on accommodation (Kaufman 2020, 17).

It was crucial to find what kind of services or experiences each venue can offer. Also, it helped to avoid very similar places in order to have diversity of tastes and experience to offer. It was quite easy to identify, since selected food tourism businesses gave a good explanation of their products.

Sustainability is also one of the nowadays' trends which got an attention from different generations. However, the most interested people are from the younger once. Caring and thinking responsible is becoming more and more popular and generation Z want to be a part of it (Kymäläinen, Seisto & Malila 2021). Therefore, it was wise to observe how the businesses operates according to sustainability. All three parts of sustainable development will be considered: economic, social or environmental sustainability. Experiencing food from responsible providers could possibly increase its quality, positive emotions and has an impact on transformation.

As was mentioned before, social media is a great part of generation Z's life (Kaufman 2020, 14). Young people are used to search the information from the social media channels, check the reviews and observe the photos and videos. Presence of those channels easier the generation's decision process and creates first impression. Not less important is the food experience provider's website. If the quality is good, look of the website is attractive and needed information can be found - it has an impact on a positive decision about visiting the place.

The next thing which I decided to observe is a wow-effect or something appealing. Since main target is thoughtful and open-minded it is wise to diverse the emotion spectrum

during the experience (Seemiller & Grace 2016). Presence of wow-effect could increase the chance of mind transformation and positive review. More often receiving new feelings encourage us to share it with others. Therefore, the generation could also play a role in marketing the place. Besides that, it also has an impact on that customer will return in order to experience the emotions once again.

While creating the route main focus was on the generation Z. However, we cannot forget about foodies from others generations, because this food route would be available for everyone interested in such experience. Therefore, it will be wise to observe which target groups can be suitable for the chosen service providers.

As trends are followed by people, I wanted to discover, what food trends are emerging at selected businesses. Their presence make the product more interesting and modern. Knowing the details about the food trends is also important due to the fact that generation Z is the most interested in following them. It is mentioned, that generation Z is actively taking part in social life and following the changes in the world (Koulopoulos & Keldsen 2014).

Since all the chosen food experiences are located on coastal area, then it is part of coastal/marine tourism. Due to that it was interesting to observe how does this type of tourism reflect. It is interesting to observe how the business use the location, care about it and develop the tourism. Also, developing food tourism in coastal areas can help to increase awareness about aquaculture and its importance, and attract more visitors (Kim, Duffy, Jodice & Norman 2017, 311).

4.3 Criteria for choosing the food tourism products and destinations

Important part for picking up needed places among hundreds is to make a decision concerning criteria. Below I presented the criteria on which I rely while selecting food tourism product and destinations.

Table 3. Criteria for choosing the food tourism products and destinations

| Criteria |
|--|
| They fit in the concept of food tourism. |
| They are located in southern coastal area of Finland and northern coastal area of Estonia. |
| They offer local food or other food related products. |
| They operate according to sustainable guidelines. |

Criteria were chosen with help of references. As stated by Ellis & al. (2018, 253.) food tourism is the type of travelling, where tourist is motivated by visiting certain places where food experiences are available: restaurants, festivals and other food related places. Also, World Food Travel Association describes the food tourism as following: "Food tourism is the act of traveling for a taste of place in order to get a sense of place." (World Food Travel Association a). It gives the base for the first criteria, that the chosen places should fit in the concept of food tourism.

It was important to have the places in southern coastal area of Finland and northern coastal area of Estonia as these countries are connected with the Baltic Sea. The Baltic Sea is found as a place for cross-border cooperation between Finland and Estonia (Kropinova 2020b.). Therefore, the cooperation could be supported by choosing the food related products exactly in these areas.

According to the Hungry for Finland (2020), meaning of locality and authenticity in food tourism increases and it is becoming a trend. Moreover, Kaufman (2020, 14) stated that the generation Z is interested in authenticity, different ways of food experiencing, local food and not so interested in luxury and education during the travelling. Hence, I decided to consider the food related products, destinations and experiences, where local food or other food related products are offered.

As stated by Su, Tsai, Chen & Lv (2019), generation Z understands the reasons for caring about the environment, but it faces challenges to be a part of the sustainable movement. Choosing the places which operates according to the sustainable guidelines will attract the generation Z and will help them participate in sustainable development.

It is important to add, that since it I decided to create a food tourism route on the coastal area, then it is needed to consider only the places, from where the sea is visible or nearby the place. The length from the sea line towards place for food experience is not limited. The places can be located on the whole coastal line concerning both countries. However, direct or nearby seaside view was desired.

As was mentioned before, route includes 14 places. Searching process was based on the criteria mentioned above. Google research engine was used and the results were considered. To have better focus, it was decided to search the places from Finland first and then from Estonia.

4.4 The process of choosing the food tourism products in Helsinki region

The search started from key words “seaside food experience in Finland”. The first link referred to MyHelsinki website. After clicking on that I started to look at the page and found a list of restaurants located by the seaside in Helsinki. Next step was to check each and every offered option. When I checked all the places from the main list I picked 1 place: Cafe-Restaurant Ursula. This cafe is suitable according to all needed criteria. Especially, my attention was attracted by the fact that the cafe is helping charities.

Thinking about food related experiences I got an idea to search “culinary classes Finland”. When I got the results, they were located only in Helsinki. Then, I started to look at the map and look at the places located on the coast. Only one place named Ravintola Nokka had the needed location and I decided to check the website. First of all, by reading it I got confirmation that it fits the criteria. Later, I found that this restaurant provides experience called Kokka Dinner Experience. Description of the product seemed attractive straight away. Certainly this place has to be added to the list due to its uniqueness.

In order to add more variety of products, my next search process started with key words “breweries Finland”. From there I got several places marked at the Google maps and I started to look at those located on the coastal area. When I was familiar with all breweries’ features, I was ready to select Ravintola Suomenlinnan Panimo, because it covered all needed criteria. Even though its location is outside of the main land, it is still a part of archipelago and coastal area. This place enables enjoy both: craft beer and good food. Moreover, chosen place is located at UNESCO World Heritage site.

In order to find more options about food experience in Finland I searched for “Visit Finland”. By visiting their website I clicked on “My stay” and then chose “Helsinki”. From there I saw different offered tours and experiences in Helsinki region and places nearby. I started to look at the places where food experiencing is involved and mentioned criteria take place. I scrolled the list and clicked one of the presented products which seemed appealing and was called “Mushroom hunting” and read the description. Since product description was interesting, I decided to get more information from product provider website. Therefore, I clicked on the button and moved to the Taiga Times website. From there I found, that the product takes place at Liesjärvi National Park which is not acceptable due to criteria regarding location. Nevertheless, I started to look at other products that Taiga Times offers. My searching process was successful, because I found an experience which is called “Archipelago Excursion”, a half-day tour from Helsinki. This

product is different in contrast to usual way of experiencing food, it fits the criteria and therefore has been chosen.

Next step started from Google search "experience food in Helsinki". One of the results has a title "Breakfast experiences in Helsinki" provided by My Helsinki website. Title reached my attention and I clicked on it to read more. The web-page showed a list of places where is possible to get breakfast and brunch, and gave short description. When I read it all I reached the end of the page, where were presented a map of the breakfast and brunch providers. Map has more venues than were mentioned in the text before. Therefore I looked at it more deeply and chose the place number 10 on the map, because it was only one on the coast. This number stands for Story Old Market Hall. By clicking on it I got more information and a link to the provider's website. It revealed, that the place called Story cafe restaurant bar is one of the places located in Old Market Hall. Detailed website checking gave me a thought to check the Old Market Hall website in general. Hence, I put "Vanha Kauppahalli" into Google search and moved to the main web-page. First of all, my research showed that the place covers needed criteria. Besides this, it is very interesting spot, since it has many food products to offer from different providers at one place. Visitors can order local food and enjoy it there or buy various food products for take away.

Knowing the fact that coffee is an important part of Finnish culture, I decided to find what coffee related products could be offered on the coast. The key words I used in Google search were "coffee on the coast Helsinki". From there I clicked on a title "A Guide to the Best Coffee in Helsinki - Scandinavia Standard" and Scandinavia Standard website has opened. Then, I read all the information provided from this link and picked up a Cafe Regatta, which fulfilled desired criteria. It was also appealing, that visitors can experience grilling at the place. Most of the other places were nearly suitable, however, their location was not acceptable.

In order to find new links and products, I tried to search by "culinary experience Finland". As a result, I had many links to read. Some time after I stopped at the link "Meripaviljonki Restaurant - Nordic culinary experiences". By clicking it I moved to Discovering Finland website and read the information about the restaurant. After that I felt that I had to discover the website more and selected a section called "Gastronomy - taste of Finland". This section has informative content and many product to offer. I checked the places one by one and chose a variant which was different in contrast to others. It is Restaurant Johannes Hanasaari, which is a part of Swedish-Finnish Cultural Centre. Here food experience can be combined with other features that centre offers.

4.5 The process of choosing the food tourism products in Estonia

Knowing the fact that Estonia coastal has markets with local and craft products, I searched for “harbour market Estonia” and as a result got a place marked on map called Harbour Market, and I moved to their website. Deeply checking website section I made sure that it is the needed place, because it has local products that can be hardly found from anywhere else. Besides the shop where visitors can buy various food and beverage products, they also can experience food at the place in Kai cafe.

When it was time to find the next place, I decided to search for “seaside food experience Estonia” and clicked on the link provided by Visit Estonia. There I found many different food tourism products. In order to get better picture I clicked on “view on map” which enables to select needed category and at the same time check location on the map. I have checked several categories and then also decided to click on “health and wellness” section in order to figure out what could be found there. I minimized the results by putting stick on “smoke and/or raft saunas”. This decision was successful, I found a place called “Iglupark igloo saunas” and moved to this business website. Website information showed me that nearby this place is located a craft beer kiosk called Iglubaar. It is interesting product, since visitors are able to combine sauna experience and local beverage enjoyment.

By using the same website of Visit Estonia, I started to research more options that map is offering. As main location should be in the coastal area, I decided to check “marinas”. I moved through the map and checked each point. Mainly these places were only marinas without any attraction nearby. Nevertheless, I was able to find a Haven Kakumäe Marina. When I read provided information, I found that there is located a Puri restaurant. The information from Puri restaurant website has been checked and it was definitely worth to add to the list. Food quality is promised to be on high level and to give memorable experience. Also, the view that visitors can observe is incredible.

My search from this website did not end and I went further with the searching filters. Idea was to try to look at “nature & wildlife” section where I selected nature sites, parks & gardens, national parks & nature centres and hiking trails. Map has 461 results in total, but I concentrated on the coast area. Again, I checked offered places, which mainly has nothing, but only nature. Finally, my attention got Altja fishing village. The name itself said that it should be something interesting and unique, therefore I went to read about the place in details. The place did not have its own website, but it was not a problem. Visit

Estonia described the place so well, that it was enough to decide to take this product to the route. Uniqueness of the place is the main key reason to take it.

Next step was to explore what else the map could offer for food tourism. From section “shopping” I chose Farmers markets & organic stores. Since amount of result was not enormous, I quickly found Viimsi farmers' market located on the coast. Product description content was exactly what I was looking for. Despite the fact that one market was already in the list, I decided to take that one, too. Local product are unique and both markets offers versatile food and beverage options.

After that I switched to Google to search for “restaurants on the coast Estonia”. I wanted to observe the map with food experience options rather than check the links. These key words gave so many results, so I had to click and examine each of them one by one. After many tries I stopped on the experience provider Taju Resto. Their website showed, that they do not have only restaurant, but they also have unique food experience. This product is named “Picnic in the wild”. Experiencing food in the nature should be amazing due to totally different emotions and feelings. Therefore, I have added it to my list.

In order to make the route interesting and full of different experiences, I decided to search for the food related workshops. For that I used “toidu õpitoad Eestis”, which means food workshops in Estonia. First link that I clicked was so informative and has so many things to offer, but, unfortunately each of them has location far away from the coast. My searching process continued and I tried the next link “Eesti toidu pakkujad” provided by Toidutee. I started familiarizing with the points marked on the coast and was able to find a Home Restaurant MerMer. As was said in the description, this food provider also has workshop to offer. Therefore, I started checking restaurant’s website for more details. When I made sure that provided information is relevant and experience could be provided, I added it to my list. The most appealing detail was that this place operates only when customers book their visit in advance, because building is a home for the restaurant owners.

4.6 Brief results

As was desired, I collected 14 food tourism providers in total: 7 from Helsinki region behalf and 7 from Estonia. Also, findings were successful according to the fact that I was able to find versatile food experience products. List includes such food services as: cafes, restaurants, markets, cooking classes, beverage tastings, experiencing food in the wild. To sum up, below is presented selected companies list from both countries (Table 4).

Table 4. Ready list of selected food tourism products

| |
|---|
| Helsinki region |
| Cafe Ursula |
| Restaurant Nokka, Kokka Dinner Experience |
| Restaurant Suomenlinnan Panimo |
| Taiga Times, Archipelago Excursion, half-day tour from Helsinki |
| Old Market Hall |
| Cafe Regatta |
| Hanaholmen Swedish-Finnish Cultural Centre, Restaurant Plats |
| Estonia |
| Harbour Market |
| Iglubar |
| Puri restaurant |
| Altja fishing village |
| Viimsi farmers' market |
| Taju Resto, picnic in the wild |
| Home Restaurant MerMer, cooking experience |

It is possible to check the pages I visited for data collection during the observation in appendix 2.

4.7 Route creation process

When I collected needed data - I began with next step of creation the product. Firstly I considered how I would like to see the product when it is ready. This helped me to think about the tools and programmes which could help to reach my goal. My idea was to create a brochure style product, which will contain map and description for each marked point on it. Therefore, I decided to use Canva tool as it seemed the most comfortable and creative.

As the tool has variety of layouts for different purposes I checked all the options and found the needed one - brochure. First step with working with the layout was to select suitable colors, pictures and title for the first page. Mostly I combined blue and white colors as in my opinion they fit the sea theme the best. However, I used plenty of others colours and combinations in order to make it more appealing and interesting. Then, I searched for the pictures which are connected with Baltic Sea. Google search showed me a picture of three fishes lied on the plate with seasonings. This picture initial source was Baltic Sea

Menu section on “Baltic Sea Day” website. I liked the photo from very first moment and thought that it will fit very well for the title page. Then, I looked for one more picture - Baltic Sea coast. I googled for it and searched for the pictures which were taken on the Finnish or Estonian coast. My search was successful as I found a picture of sunset on Finnish coast. Original source of this picture was Russian website of blog about Finland. As layout had place for text of the title page, I thought about the appealing phrases. As a result, on the left side I wrote “Enjoy local food near the Baltic Sea”, whereas on the right side I wrote “Food tourism route” and “Brochure that guides you towards the new tastes”. The middle of this page was left for the route name “Coastal flavours and the sense of sea of Helsinki and Estonia”. As mainly all the places from Finland behalf are located in Helsinki region, I thought it would be wise to specify it in the name of the route. I also added a logo of Hungry for Finland to the title page as this product is created for this project.

After that I started to work on the map. This stage has many tries until finally I was satisfied with the result. Firstly, I checked what kind of illustrations or pictures I can find from Canva storage. Founded pictures were not suitable, since they were little and mainly had only country border without any route details. Then, I decided to google for map pictures of Finnish and Estonian costal area together or separately. I was happy to find one picture where both coasts are visible. When I transferred the picture into Canva, I started to put the marks on it where each place is located and gave numerical order. After that I was not satisfied as result seemed very messy and it was hard to understand it. It was a sign that I have to look for something else. My Google search for map pictures continued, but was not successful. Then I decided to look into Google Maps and to try take screenshots of the certain part of the map. In order to fit both maps on one page I chose free-form screenshot, which enables to cut the desired form. After I got the screenshots I repeated the previous steps: put the screenshots into Canva, marked the places with numbers and wrote the places’ names next to the map. I tried to move the pictures so it would look nice and understandable. However, while asking opinion from outside I decided that it could look better and more nicely than it is now.

I thought it will be good idea to look for some sort of tools for map creation as from there I could receive more qualitative outcome. I started my Google search with words “maps creation” and surprisingly fist link was from Google itself offering a tool “My Maps”. I got started with exploring it and this seemed the best option for creation my map. After I became familiar with the tool I started with Finnish coast by putting marks on the map. As the map was used from Google Maps, it enables to put the marks more precisely than before. Also, I was able to combine marks and numbers, which made the map to look more understandable. All the places were marked there, where the experience takes

place. For example, Archipelago Excursion as a half-day tour from Helsinki provided by Taiga Times starts from Helsinki and visitors are transferred by Taiga Times to Porkkalanniemi. Therefore, Porkkalanniemi is marked on the map as the place where experience will be held.

The number order that I decided to give is the order I suggest to visit the places as they will be on the way. Since firstly I started marking the places on the map in Finland, then first seven numbers are located there starting from very west point and finishing with very east point. Organising the order in this way seemed the most logical and understandable from my point of view. Each place will be on the tourist's way and tourist will avoid unnecessary movements. Of course the order of visiting the places is only a suggestion and every person can find the most suitable way of visiting the route as it may happen that he will not be interested in all offered places. With help of the same app I was able to calculate approximate length of the route from place to place. In case of Finland I got result of 50km.

After that I started with Estonia. I did all the same steps. And now the numerical order started from eight and also started from the west and moved to the east. The approximate length for Estonian part was 110km.

Table 5. All the food related products and destinations in the right order

| |
|--|
| 1. Taiga Times, Archipelago Excursion, half-day tour from Helsinki |
| 2. Hanaholmen Swedish-Finnish Cultural Centre, Restaurant Plats |
| 3. Cafe Regatta |
| 4. Restaurant Nokka, Kokka Dinner Experience |
| 5. Old Market Hall |
| 6. Cafe Ursula |
| 7. Restaurant Suomenlinnan Panimo |
| 8. Puri restaurant |
| 9. Iglubar |
| 10. Harbour Market |
| 11. Viimsi farmers' market |
| 12. Taju Resto, picnic in the wild |
| 13. Home Restaurant MerMer, cooking experience |
| 14. Altja fishing village |

After that step I began to make square screenshots of the needed map area separately from Finland and Estonia. It was impossible to fit both pictures into one page on the

brochure as the quality and size of the map will be not good enough. Therefore I decided to place them separately on two pages so It would be easy to follow the map for the tourist. The numbers marked on the map match with the list presented on the same page.

When map was ready, I started to create separate pages for each place in the order as it in the list. Firstly, I put names of the food products or destinations and then looked for the pictures in Google. I wanted to find pictures which has at least piece of sea and in most cases it was successful. Then I thought how could look the information on each page. I put myself into tourist's shoes and felt that following main parts will be suitable and informative:

- Location
- What about the price?
- Uniqueness
- Sources for getting more information.

Based on the data collected with observation table I started to write text under each title. Firstly, I wrote the location where the food experience take place and price details. For some products I was able to write the concrete price concerning the experience, but in case of others I wrote the starting price for different parts of menu, for example. Regarding certain places, for instance markets, I was not able to specify the prices. Then, based on collected information I formed a text for main experience, destination or product description. I looked for the information from whole observation table as it helped to create better picture and describe it. I wanted to create the view of each page more attractive, therefore I tried to write appealing titles which explain why it worth to try it. I also added pictures with food taken exactly from these food tourism providers. After this step I looked for the some appealing details, interesting facts and highlights which I added to the "uniqueness" part. When these parts were ready, I moved to the part regarding information sources. There I added links of official websites or social media channels from where visitor could find more details as availability, opening times, booking instructions or news. I decided that for tourist it will be better to check this information by himself as there can be changes.

When whole picture was ready, I decided to add an introduction straight after the title page. I tried to explain main idea of this route, for whom it would be suitable and why it is worth to visit it. I added a link under each of the images I used. In the end of the process brochure included 18 pages in total.

5 Route “Coastal flavours and the sense of sea of Helsinki and Estonia”

In this chapter I describe the ready product - brochure about the route “Coastal flavours and the sense of sea of Helsinki and Estonia”. Firstly I will introduce it by giving the whole picture of the route. Then, I will explain the two maps and how those works. I will finish this chapter by presenting shortly the food tourism products, destinations and experiences from Finland and Estonia separately. The link to the ready route is available in appendix 3.

It is important to mention, that offered product contains only the route with food related products and does not provide any accommodation offers or transport between the food tourism places or between Finland and Estonia. It means that each tourist each tourist may should independently book and organise it. The way how the route will be passed is also up to the visitor. If the tourist is interested in visiting both countries he will be able to get the entire experience. But otherwise countries and certain food tourism products can be chosen freely.

5.1 Introducing the food tourism route

The beginning of the brochure will tell that this brochure will guide the tourist towards new tastes. Also it highlights the message “enjoy local food near the Baltic Sea”. After the welcoming title page tourist will be able to get familiar with main idea of the route and how the brochure works.

The food tourism route is suitable for every person who is interested in food tourism and new experiences. Especially it fits generation Z as this generation is highly interested in food related tourism and new products. It includes variety of food products, destinations and experiences and all them are located on the Baltic Sea coast of Helsinki region and Estonia. Locality and sustainability are the main themes which will be felt in every presented place. Only the businesses who cares about our environment are part of the route. Restaurants, cafes, cooking classes, harbour and old markets and different kind of food experience will be met. Hungry for Finland has a perfect message to describe this route - “Taste of place”.

5.2 Have a look at the maps

After the introduction, reader will see a map from Finland coast which particularly is focused on Helsinki region. The map contains 7 numbers starting from the very left side - west, and moving to the very right side - east. Drawn line of the map is showing the

suggested route how to move between the venues. On the same page tourist will see a list numbered from 1 to 7 which refers to the food related products, destinations and experiences presented on the route. Each number matches with the number on the map, so it is easy to find the place.



Figure 11. Route map for Finland

After that, reader is able to get familiar with the map from Estonian coast behalf. Here, according to the same system places are in numerical order starting from the left and moving to the right. The only difference is that order starts from 8 and finishes on 14. This map also includes the list with food experience providers which match with marked numbers on the map.

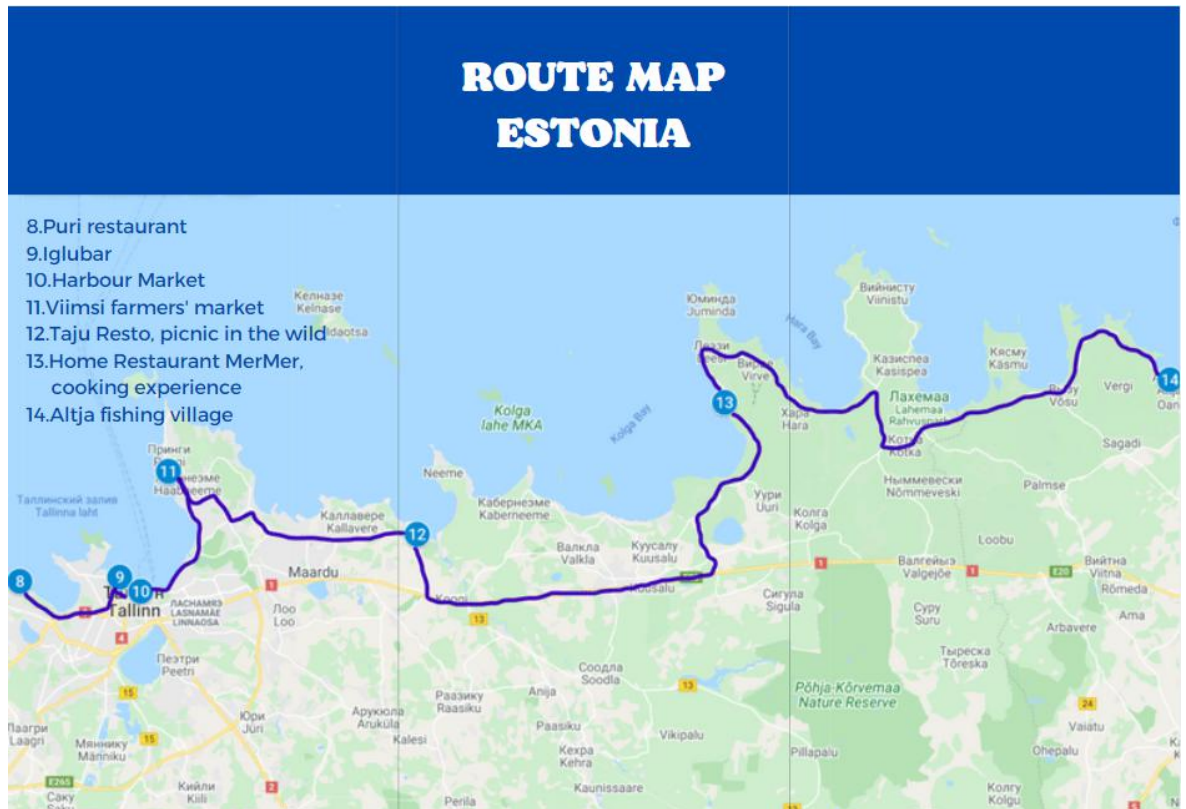


Figure 12. Route map for Estonia

5.3 Start your journey on the Finnish coast

Archipelago Excursion, a half-day tour from Helsinki provided by Taiga Times

Taiga times offers an amazing experience in the Finnish nature. This half-day excursion starts in Helsinki, but from there tourist will be transferred to Porkkalanniemi. It includes walking in the forest and coast, feeling the nature, witnessing the wonders around and breath-taking views. Price for such unique experience is 105 euros per person.

You will learn more about food culture, wild food and environment. This experience is totally nature-friendly. Providers of such product state that the pure nature heals us and this excursion will only increase our love towards the nature. During the walk visitor will be able to see different trails made by wild animals. Due to the beauties this location has tourist will have plenty of opportunities to take memorable pictures. End of the experience will be also wonderful - by watching at the Baltic Sea, tourist will warm up with hot drinks and locally produced Finnish snacks!

Hanaholmen Swedish-Finnish Cultural Centre, Restaurant Plats

Hanaholmen is a Swedish-Finnish Cultural Centre located in Hanasaarenranta 5, Espoo. This beautiful place has many interesting things to offer. One of those is Restaurant Plats. Here In Restaurant Plats combination of Nordic design and variety of tastes on the high level are presented. The restaurant gives an opportunity to observe the archipelago while exploring food flavours. As the area of the centre is big, visitor will be able to walk closer to the sea and feel it better.

It is an appealing fact, that in the restaurant food traveller can try a SOPPA beer which is created by the restaurant's chef Henrik Österberg. This beer is produced according to the care of the environment and usage of Finnish ingredients. The restaurant also follow the world and food trends since it received an Ecocompass certificate. It highly appreciate the nature and the restaurants' chefs get the inspiration exactly from the nature. Fresh ingredients is the key to make customers satisfied. As a memory food traveller can purchase a cookbook and try cooking at home.

Cafe Regatta

The Cafe Regatta looks like a countryside building with long history, but locates by the sea, close to Sibelius monument in Töölö, Helsinki. Atmosphere, sea breeze and taste of home-made food - worth of trying! You will be surprised which good food you can buy only for little money!

Back to the past Regatta was owned by Paulig already in 1887, but building has another purpose. Now the fresh warm pastries are waiting for you here. The smell in the air will guarantee that they are delicious. Or what about sausages or marshmallows? Regatta has a yard with campfire with seaside It is a perfect place to spend time with you friends, family or alone as here everyone will feel relaxed. Bali Kintamani - is a Regatta's coffee which can be purposed from the cafe. Also, cafe produce warm winter hats that can be bought in the winter. And in the summer tourist can try different water-based activities with help of Sup Regatta.

Restaurant Nokka, Kokka Dinner Experience

Restaurant Nokka provides cooking class called "Kokka Dinner Experience". It can be found in Helsinki - Kanavaranta 7 F. Experience worth of 149 euros per person will tell a lot about Finnish food culture.

Here visitor will cook in an amazing atmosphere with the chef and others participants. Different kind of knowledge will be provided: techniques, tips and importance about fresh and local ingredients. When customer will cook, throughout whole experience he will receive needed instructions. When dinner will be ready - you will enjoy it. The sea view will add the colours to the experience. It will be possible to repeat the dishes at home as recipes will be given in the end of the cooking class. The chef Ari Ruoho is famous due to his achievements. "Eat the Baltic Sea Clean" - a concept that has been launched by him. Also, he is diving in the archipelago in order to get the rockweed used in the menu.

Old Market Hall

Old Market Hall is famous due to the diversity of local food related products. It is located by the sea in Eteläranta, next to the Market Square in Helsinki. Every food traveller will find something interesting to try no matter he will decide to eat there or grab something for take away. Since 1889 this place has been popular by providing pure and local products. Nowadays it has 25 merchants and many food and ingredients options. This atmospheric visit could be fulfilled by walking outside with the cup of Finnish coffee and smell of the sea.

Cafe Ursula

Cafe Ursula - a cafe, that makes good for the society. Almost for 70 years this cafe is helping mothers, children and elderly by sharing the profit with charities. Ursula takes place on the shore of Kaivopuisto Park, Helsinki. Prices here vary, but lunch, for instance, starts from 13 euros.

Only fresh ingredients with high quality are used to satisfy the customers. Living room - that is which description this cafe has. It has a reason - cozy atmosphere, sea view, music and rich food flavours. Everyone will like it!

Restaurant Suomenlinnan Panimo

Restaurant Suomenlinnan Panimo is located on the island next to the Helsinki which is part of the UNESCO Heritage site. It can be found in Jetty barracks and can be reached by the ferry. The restaurant has great menu which has history and is made from local ingredients.

Brewery is one of the appealing parts of this place since Suomenlinna is considered as a place where brewing has the starting point. Local producers are creating craft beers and ciders and all of them has own story. Restaurant staff will help to find the most suitable beer and food combination so that everyone will be happy with the choice.

5.4 Continue exploring food tourism on the Estonian coast

Puri restaurant

A bright restaurant Puri is located in Haven Kakumäe marina, Tallinn. The big windows allow to observe the beauty of marine and sea in any part of the day.

The served food here is total art. Chefs use creativity and innovative way of combining the ingredients. As a result, every dish looks as a colourful picture - but each of them is unique. The restaurant is cozy and very elegant at the same time. The atmosphere inside and outside the restaurant is definitely worth of photo for sharing. As the name of the restaurant means "sails" it is believed, that this experience will increase the desire to explore the food tourism.

Iglubar

In the Noblessner, Tallinn is located very nice place called Iglupark. The park literally includes buildings which look like as igloos. Here are saunas, offices and igluhats. Besides them, food traveller will find an iglubar - small beer igloo kiosk.

Beverages also has own stories and history. It is worth to try craft beer in the kiosk which is brewed by Tanker. The variety of beers is huge and everyone will find their favourite. It is promised that cocktails which are prepared here - are the ones to enjoy in the whole city. Those, who do not want consume alcohol will also find the fresh drinks from here. It is also possible to enjoy the cooling drinks in the iglusauna. And it is impossible not to fell in love with the view that opens to the sea.

Harbour Market

Harbour Market is in the A-Terminal of Tallinn. It is a favorite destination both for tourists who go ashore from a ship and for locals looking to buy something fresh and unique. Also, the Harbour Market is a good place to find a gift for the foodie friend.

Everything can be found here depending on the season - but all the local products are fresh throughout the year. Berries, mushrooms, meat, fish and much more is on the shelves. It is stated that here is the best variety of local bread with fresh baked scent. There is also the Kai Cafe, where visitors can enjoy the sea while enjoying delicious food.

Viimsi farmers' market

Open Air Museum in Tallinn is a perfect location for Viimsi farmers' market as it contains authenticity, history and a lot of culture related features. The market gives opportunity to get familiar with Estonian food traditions.

This market offers different goods from farmers, small business owners or just citizens who wants to share they home-made products. The place is unique as these products are not available anywhere else. Even some restaurants buy the ingredients from here so it is guaranteed to be fresh. Breath the fresh air and also have a look to the Old Tallinn over the bay.

Taju resto, picnic in the wild

Taju resto offers a memorable experience in Tammenõlva Manniva village, Jõelähtme parish - picnic in the wild. Combination of fresh scent of the forest and sea, local cuisine and privacy - ideal conditions to connect with the nature. The price is only 40 euros per person.

Visitors will get a backpack with everything needed for the picnic. Even if the weather is rainy - necessary equipment will be found from there to create tourist experience comfortable. Even though the content of the backpack is a secret - foodies can request a special menu if needed. Very important is the message of this experience - enjoy it, but leave no traces.

Home Restaurant MerMer, cooking experience

Cooking experience is provided by home restaurant called MerMer and located in Juminda peninsula in the village of Kolga-Aabla. This restaurant is definitely unique as it is home for the owners and opens only according to the request. Price for such valuable experience is 39 euros per person.

Foodies will be warmly welcomed by the wife and husband. Before the cooking they will try snacks and probably hear some stories. Whole cooking process will include three dishes with the support of the owners - chefs. As a memory visitors will gain recipes and also will be able to buy MerMer food products. In the end it will be a good idea to walk on the coast and enjoy the moment.

Altja fishing village

Altja fishing village has long story to tell. Altja village, Haljala Parish is a home for this village. As the village is very old many of the buildings were restored. On the coast visitors will meet the coastal farms which saved their authenticity.

Altja Tavern is a part of this village. In the tavern pure, simple traditional Estonian food is served. The prices for the small meal start only from eight euros. Tavern's menu has an interesting dishes and drinks to offer. Full pleasure of the experience will be reached by eating by enjoyable seaside.

6 Discussions

In this chapter I am going to discuss about the outcome of the thesis. I will also analyse the objectives and how well I achieved them. Also I will present development ideas which can be used in the future. After that I will evaluate whole process including planning, implementation and the product result.

I was able almost fully reached all the objectives. The main objective was a creation of food tourism route in coastal area of Estonia and in Finland for generation Z. During the process of creation I faced the obstacle regarding the location of food tourism products located in Finland. Almost all selected food tourism providers were located in Helsinki region. Therefore, I was forced to be more precise while giving a name for the route and use "Helsinki" instead of "Finland". Hence, I almost fully reached this goal as I created a brochure, which purpose is to guide the generation Z towards food tourism products, experiences and destinations that are located on the coastal area of Helsinki and Estonia.

Besides the main objective I had 3 sub-objectives. The first was: "enhancing local small entrepreneurs and sustainability". I can state that I reached this objective as I was looking exactly for these kind of food tourism providers while creating a product. Sustainability expression was one of the criteria while selecting the places. The route also includes bigger food tourism businesses, but it is minority.

Next objective was: "find the possible co-operation opportunities between Estonia and Finland". I find that I reached it as well. The creation of common theme among involved parties could be the moment of creating the co-operation. As both countries will have common goals and strategy, they will be able to develop the food tourism industry on the Baltic Sea coast. Coastal are of this sea has a lot of potential for tourism development and negotiations could help to use it.

I was also able to reach the next objective - "to find the development ideas for food tourism in both countries". My advice is to use both countries food tourism potential and enhance the diversity of food related experiences also along the Baltic Sea coast. Also, I think that the more food tourism providers are following the trends and news regarding this industry, the more attractive they will be for the tourists. It is important, that following the trends should not replace the authenticity.

6.1 Development ideas

During the product creation I noticed some things that could be done better. Therefore, I would like to present some development ideas which could be beneficial for the food tourism industry.

Firstly, I would like to suggest to stretch the route on the coastal area of Finland, as it will give possibility to add more versatile food experiences and to make it more appealing. Each piece of the map has its own uniqueness, therefore it is wise to introduce it as much as possible for the tourists. It will also help to enhance the importance of small local entrepreneurs and increase the awareness.

Secondly, I found that good idea is to give advice for the food tourism providers located far away from the Helsinki region. I noticed that the further I moved from the capital area, the less I found English language on the food experience providers websites or social media. Suggestion of using English as one of the main languages for sharing information will help to attract more visitors from abroad.

The third idea is related to food tourism connection between Finland and Estonia. I assume that Hungry for Finland could organise some sort of thematic campaigns which will help to create synergy and reach goals concerning the food tourism development much faster. If food tourism providers will work together it will definitely increase the quality of the route and experience for tourists behalf.

In my opinion, both countries could versatile their food tourism products even more. By that I mean more options on the coast to experience the local food. Finland and Estonia have very colourful cuisine and food culture, but majority of offered food tourism products are located far away from the Baltic Sea coast. My suggestion is to use the potential of food tourism also nearby the sea and to find possible variants of combining the experience with sea environment.

6.2 Assessment of planning, process and the product

Before I actively started to write the thesis, I had to create a plan. The plan has been quite precise and easy to follow. I divided the whole process of this thesis into parts, so I could have smooth flow during the writing. However, I feel that I overrated my skills, time and did not consider the possible life circumstances that may affect the plan. But I have to claim, that facing challenges motivated me to rearrange the actions and move towards the deadline as it was planned in the very beginning.

The process was quite successful as during it I cooperated with Hungry for Finland, listened to the wishes and advices, and got support. It is crucial to be constantly in touch and to share up to date information. Of course, I also faced some challenges during working on the thesis as sometimes it was hard to delegate the time wisely. In the middle of the whole process I got a job and after that I had less time in a week, which made the thesis process a bit stressful. However, despite the all consequences I tried to find strengths, I was honest with my supervisor and as a result I was able to reach my goals.

However, I would like to highlight some moments that could be done better. While writing the theoretical part I met some challenges to find information about the food tourism in Finland in English. Therefore, sometimes it was hard to find qualitative sources and useful information. I assume that better Finnish language skill could be helpful in finding more theories and explain more details.

I think that non-participant observation that I chose as a method of collecting the data could be also supported by another method. For example, interviews with representatives of food-related businesses will provide more up-to-date information, the quality of the data will be more reliable, and the amount of data may be larger than online sources suggest. It could help to hear the needs, ideas and thoughts from their behalf.

Due to the pandemic I was not able to visit the places and to do more detailed research. I believe that physical visits could help to have more information, understanding and feeling about each place. It also enables to give better and more appealing product description. Besides that, being at the place gives a possibility to take pictures and make videos.

As I had certain criteria for choosing the food tourism products and destinations, I faced some challenges regarding the limited location. I needed to find the places which are directly on the coast and the Baltic Sea is visible. Most of the places were located a bit further from the coast, which did not enable me to choose them, even if other criteria were met. I think that stretching the criteria regarding location could help to choose more versatile food experiences.

According the product assessment, I would like to say that I am satisfied with the result, but it can be even more developed. The food tourism route has many different options to get familiar with local food. However, I was not able to stretch the route enough so that whole Finland south coastal area will be used. Despite this fact, I believe that this product could be beneficial example for Hungry for Finland project as a starting point for creating

food tourism co-operation with Estonia, supporting local entrepreneurs and enhancing variety of food experiences, products and destinations on the coast.

References

Alenezi, M. 2020. Researching Social Media in Digital Age: Reflections on 'Observation' as a Data Collection Method. *International Journal of English Language & Translation Studies*, 8, 3, pp. 38-44.

Andersson, T.D., Mossberg L. & Therkelsen A. 2017. Food and tourism synergies: perspectives on consumption, production and destination development. *Scandinavian Journal of Hospitality and Tourism*, 17, 1, pp. 1-8.

Anderson, A. & Law, L. 2012. An advanced framework for food trail performance. *Journal of Vacation Marketing*, 18, 4, pp. 275-286.

Balderas-Cejudo, A., Patterson, I. & Leeson, G. 2021. Gastronomic tourism and the senior foodies market. *Gastronomy and Food Science*, 10, pp. 193-204.

Baltic Sea Day 2021a. Baltic Sea Day celebrated in six countries and over 20 cities. URL: <https://itameripaiva.fi/en/baltic-sea-day-celebrated-in-six-countries-and-over-20-cities/>. Accessed: 16 November 2021.

Baltic Sea Day b. Activities. Baltic Sea Menu. URL: <https://itameripaiva.fi/en/activities/the-baltic-sea-menu/>. Accessed: 16 November 2021.

Baltic Sea Tourism Center 2019a. State of the tourism industry in the Baltic Sea Region - 2019 Edition. URL: https://bstc.eu/fileadmin/bstc.eu/Downloads/State_of_the_Tourism_Industry_2019_in_the_BSR.pdf. Accessed: 24 November 2021.

Baltic Sea Tourism Center b. Baltic Sea Tourism Forum. URL: <https://bstc.eu/bstf>. Accessed: 16 November 2021.

Bardon, T., Garreau, L., Abdallah, C., Journé, B. & Korica, M. 2020. Rethinking observation: challenges and practices. *AIMS*, 23, pp. 1-8.

Ecorys 2013. Study in support of policy measures for maritime and coastal tourism at EU level. Rotterdam & Brussels. URL: https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/study-maritime-and-coastal-tourism_en.pdf. Accessed: 8 April 2021.

Eesti toit a. Home page. What is Estonian food? URL: <https://www.eestitoit.ee/en>. Accessed: 2 May 2021.

Eesti toit b. Summer food. URL: <https://www.eestitoit.ee/en/content/summer-food>. Accessed: 2 May 2021.

Eesti toit c. Autumn food. URL: <https://www.eestitoit.ee/en/content/autumn-food>. Accessed: 16 May 2021.

Eesti toit d. Winter food. URL: <https://www.eestitoit.ee/en/content/winter-food>. Accessed: 16 May 2021.

Eesti toit e. Spring food. URL: <https://www.eestitoit.ee/en/content/spring-food>. Accessed: 16 May 2021.

Ellis, A., Park, E., Kim, S. & Yeoman, I. 2018. What is food tourism? *Tourism Management*, 68, pp. 250-263.

ELO 2018. Wild Food from Finland. URL: <http://www.elo-saatio.fi/blog/2018/04/17/wild-food-from-finland/>. Accessed: 12 June 2021.

EU Strategy for the Baltic Sea Region a. About. EUSBSR in a nutshell. URL: <https://www.balticsea-region-strategy.eu/about/about>. Accessed: 16 November 2021.

EU Strategy for the Baltic Sea Region b. About. Implementation. URL: <https://www.balticsea-region-strategy.eu/about/implementation>. Accessed: 16 November 2021.

EU Strategy for the Baltic Sea Region c. Policy Areas. PA Tourism. URL: <https://www.balticsea-region-strategy.eu/pa-tourism>. Accessed: 16 November 2021.

Gendzheva, N. 2014. Model of corporate social responsibility in food tourism. *International Journal for Responsible Tourism*, 3, 1, pp. 44-63.

Havas, K. & Adamsson, K. 2015. Hungry for Finland! Researching and analyzing FOOD&TOURISM in Finland: best practices and tools. Haaga-Helia University of Applied Sciences.

Havas, K. 2015. Hungry for Finland. Second Global Report on Gastronomy Tourism. UNWTO.

Hungry for Finland 2020. Suomen Ruokamatkailustrategia 2020-2028. URL: <http://hungryforfinland.fi/sites/hungryforfinland.fi/files/Ruokamatkailustrategia-2020-2028.pdf>. Accessed: 15 May 2021.

Hungry for Finland a. Food tourism strategy in Finland 2020-2028 Summary. URL: <http://www.hungryforfinland.fi/sites/hungryforfinland.fi/files/Summary-Food-Tourism-Strategy-of-Finland-2020-2028.pdf>. Accessed: 15 November 2021.

Hungry for Finland b. In English. URL: <http://www.hungryforfinland.fi/english>. Accessed: 29 April 2021.

Ivanov, V. 2018. Food tourism as a popular direction in tourism industry. *Physical Culture. Sport. Tourism. Motor Recreation. Chelyabinsk State University*, 3, 2, pp. 105-113.

Kannike, A., Tasa, M. & Västrik, E. 2017. *Body, Personhood and Privacy: Perspectives on the Cultural Other and Human Experience. Approaches to culture theory.* University of Tartu Press. Tartu.

Kaufman, T.J. 2020. An Exploratory Study into Generation Z's Interest in Food Tourism. *Journal of Travel, Tourism and Recreation*, 2, 3, pp. 12-18.

Khairuman, A.M.H., Hasrul, M.Y.J., Daim, M.D., Akmal, A. & Zamzuri, A.N. 2020. Food trails: Its relationship with halal food & creating experience among visitors. *Borneo International Journal*, 3, 2, pp. 14-18.

Kim, G., Duffy, L.N., Jodice, L.W. & Norman, W.C. 2017. Coastal Tourist Interest in Value-Added, Aquaculture-Based, Culinary Tourism Opportunities. *Coastal management*, 45, 4, pp. 310-329.

Kizielewicz, J. 2019. Prospects of development of the cruise ship market - the case study of the Baltic Sea region. *Research papers of Wroclaw University of Economics*, 63, 7, pp. 244-255.

Klemeshev, A.P., Korneevets, V.S., Palmowski, T., Studzieniecki, T. & Fedorov, G.M. 2017. Approaches to the definition of the Baltic Sea region. *Baltic Region*, 9, 4, pp. 4-20.

Koulopoulos, T. & Keldsen, D. 2014. *Gen Z Effect: The Six Forces Shaping the Future of Business*. URL:

https://books.google.fi/books?hl=fi&lr=&id=sWNuDQAAQBAJ&oi=fnd&pg=PT9&dq=gen+z&ots=kyt8vtwRNR&sig=cHSSGAhYsKTUVgSqXAcN-tTy3Z0&redir_esc=y#v=onepage&q=gen%20z&f=false. Accessed: 3 May 2021.

Kropinova, E.G. 2020a.. Tourism and the Sustainable Development of the Baltic Sea Region. In Leal, F.W., Azul, A., Brandli, L., Lange, S.A. & Wall, T. *Decent Work and Economic Growth. Encyclopedia of the UN Sustainable Development Goals*. Springer, Cham. URL: https://www.researchgate.net/profile/Elena-Kropinova/publication/343234329_Tourism_and_the_Sustainable_Development_of_the_Baltic_Sea_Region/links/603687c692851c4ed5952637/Tourism-and-the-Sustainable-Development-of-the-Baltic-Sea-Region.pdf. Accessed: 4 September 2021.

Kropinova, E.G. 2020b. Transborder Cooperation for Sustainable Tourism in the Baltic Sea Region. Immanuel Kant Baltic Federal University. In Leal, F.W., Azul, A., Brandli, L., Lange, S.A. & Wall, T. *Partnerships for the Goals*. Springer, Cham. URL: https://www.researchgate.net/profile/Elena-Kropinova/publication/344982168_Transborder_Cooperation_for_Sustainable_Tourism_in_the_Baltic_Sea_Region/links/60368a924585158939c9e0df/Transborder-Cooperation-for-Sustainable-Tourism-in-the-Baltic-Sea-Region.pdf. Accessed: 16 November 2021.

Kymäläinen, T., Seisto, A. & Malila, R. 2021. Generation Z Food Waste, Diet and Consumption Habits: A Finnish Social Design Study with Future Consumers. *MDPI. Sustainability*, 13, 2124.

Luhtala, H., Erkkilä-Välimäki, A., Eliassen, S.Q. & Tolvanen, H. 2021. Business sector involvement in maritime spatial planning – Experiences from the Baltic Sea region. *Marine Policy*, 123. URL:

<https://reader.elsevier.com/reader/sd/pii/S0308597X20309465?token=28C5A343B6C287DAAF53F4FE424DC156934CD94110019B125892D58B391160FFE534822EBA78B88803FA4F91CBD570EE&originRegion=eu-west-1&originCreation=20210914071223>. Accessed: 6 September 2021.

Ministry of Economic Affairs and Communications. Republic of Estonia. Tourism. URL: <https://www.mkm.ee/en/objectives-activities/construction-and-housing-sector/tourism>. Accessed: 14 November 2021.

Ministry of Economic Affairs and Employment of Finland. Finnish tourism in numbers. URL: <https://tem.fi/en/finnish-tourism-in-numbers>. Accessed: 15 November 2021.

Mitic, S. & Vehapi, S. 2021. Food choice motives of generation Z in Serbia. *Economics of Agriculture*, 68, 1, pp. 127-140.

MyIntegration a. Finnish Food Culture. URL: <https://www.myintegration.fi/en/everyday-life-in-finland/finnish-food-culture/>. Accessed: 12 June 2021.

Oleschuk, M. 2016. Foodies of Color: Authenticity and Exoticism in Omnivorous Food Culture. *SAGE. Cultural Sociology*, pp 1-17.

Orams, M.B. & Lück, M. 2014. Coastal and Marine Tourism Emerging Issues, Future Trends, and Research Priorities. In Lew, A.A., Hall, C.M. & Williams, A.M. *The Wiley Blackwell Companion to Tourism*, pp. 479-489. John Wiley & Sons Ltd, Chichester. URL: https://books.google.fi/books?id=nMeDDwAAQBAJ&printsec=copyright&hl=fi&source=gbs__pub_info_r#v=onepage&q&f=false. Accessed: 30 August 2021.

Papageorgiou, M. 2016. Coastal and marine tourism: A challenging factor in Marine Spatial Planning. *Ocean & Coastal Management*, 129, pp. 44-48.

Pencarelli, T., Taha, V.A., Škerháková, V., Valentiny, T. & Fedorko, R. 2020. Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers. *MDPI. Sustainability*, 12, 245.

Polese, A., Seliverstova O., Kerikmae, T. & Cheskin, A. 2020. National Identity for Breakfast: Food Consumption and the Everyday Construction of National Narratives in Estonia. *Nationalities Papers*, 48, 6, pp. 1015-1035.

Purhonen, S. & Heikkilä, R. 2017. Food, music and politics: The interweaving of culinary taste patterns, “highbrow” musical taste and conservative attitudes in Finland. *Social Science Information*, 56, 1, pp. 74-97.

Robinson, V.M. & Schänzel H.A. 2019. A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*, 5, 2, pp. 127-141.

Roy, N., Gretzel, U., Waite, G. & Yanamandram, V. 2019. Gastronomic trails as service ecosystems. *The Routledge Handbook of Gastronomic Tourism*. Faculty of Business - Papers. URL: <https://ro.uow.edu.au/cgi/viewcontent.cgi?article=2671&context=buspapers>. Accessed: 17 June 2021.

Rzemieniak, M. & Wawer, M. 2021. Employer Branding in the Context of the Company's Sustainable Development Strategy from the Perspective of Gender Diversity of Generation Z. *MDPI. Sustainability*, 13, 828.

Scholz, C. & Rennig, A. 2019. *Generations Z in Europe: Inputs, Insights and Implications*. Emerald Publishing Limited.

Seemiller, C. & Grace, M. 2016. *Generation Z goes to college*. Jossey-Bass. A Wiley Brand. San Francisco.

Sibulatee a. The Onion Route. URL: <https://www.sibulatee.ee/en/about-the-onion-route/the-onion-route/>. Accessed: 1 August 2021.

Singh, A.P. & Dangmei, J. 2016. Understanding the generation Z: the future workforce. *South-Asian Journal of Multidisciplinary Studies*, 3, 3, pp. 1-5.

Skinner, H., Sarpong, D. & White, G.R.T. 2018. Meeting the needs of the Millennials and Generation Z: gamification in tourism through geocaching. *Journal of Tourism Futures*, 4, 1, pp. 93-104.

Sladek, S. & Grabinger, A. Gen Z. The first generation of the 21st Century has arrived. XYZ University. URL: https://www.xyzuniversity.com/wp-content/uploads/2018/08/GenZ_Final-dl1.pdf. Accessed: 3 May 2021.

Stanley, J. & Stanley, L. 2015. *Food tourism: a practical marketing guide*. CABI. Croydon.

Statistics Estonia a. Tourism, accommodation and food service. URL: <https://www.stat.ee/en/find-statistics/statistics-theme/economy/tourism-accommodation-and-food-service>. Accessed: 28 October 2021.

- Stergiou, D.P., Airey, D. & Apostolakis, A. 2018. The winery experience from the perspective of Generation Z. *International Journal of Wine Business Research*, 30, 2, pp. 169-184.
- Studzeniecki, T., Jakubowski, A. & Meyer, B. 2020. Transnational tourist destination management: a case study of the Baltic Sea region. *Baltic Region*, 12, 3, pp. 129-146.
- Su, C., Tsai, C., Chen, M. & Lv, W.Q. 2019. U.S. Sustainable Food Market Generation Z Consumer Segments. *MDPI. Sustainability*, 11, 3607.
- Tegar, D.R. & Gurning, S.R.O. 2018. Development of Marine and Coastal Tourism Based on Blue Economy. *International Journal of Marine Engineering Innovation and Research*, 2, 2, pp. 128-132.
- Tikkanen, I. 2007. Maslow's hierarchy and food tourism in Finland: five cases. *British Food Journal*, 109, 9, pp. 721-734.
- Timothy, D.J. & Boyd, S.W. 2015. *Tourism and Trails: Cultural, Ecological and Management Issues*. British Library.
- Työ- ja elinkeinoministeriö. Matkailualan julkaisut. Matkailualan avainluvut 2019. URL: https://tem.fi/toimialapalvelu/matkailuala?p_p_id=fi_yja_valto_web_portlet_Valto&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&_fi_yja_valto_web_portlet_Valto_cur=0. Accessed: 15 November 2021.
- Rakhmanov, A.B. 2019. Tourism and the structure of attractiveness of the Baltic region metropolises. *Baltic Region*, 11, 2, pp. 73-93.
- Renfors, S-M., Lanzasova, A. & Czarnecka-Gallas, M. 2021. *Baltic Sea Marinas as Sustainable Tourism Destinations*. Satakunta University of Applied Sciences. Pori.
- Visit Estonia a. Estonian cuisine. URL: <https://www.visitestonia.com/en/what-to-see-do-in-estonia/food-drink-nightlife/estonian-cuisine>. Accessed: 1 May 2021
- Visit Estonia b. Experiences with Food Strategy and Story. URL: https://brand.estonia.ee/wp-content/uploads/2021/03/VisitEstonia_Food_Strategy_Story.pdf. Accessed: 27 October 2021.

Visit Finland a. Slow Food Finland. URL: <https://www.visitfinland.com/article/slow-food-finland/#db33fb29>. Accessed: 10 June 2021.

Visit Finland b. Food in Finland. URL: <https://www.visitfinland.com/food/>. Accessed: 29 April 2021.

World Food Travel Association a. What is food tourism? URL: <https://worldfoodtravel.org/what-is-food-tourism/>. Accessed: 10 June 2021.

Yeoman, I. & McMahon-Beatte, U. 2016. The future of food tourism. *Journal of tourism futures*, 2, 1, pp. 95-98.

Yozukmaz, N., Bekar, A. & Kilic, B. 2017. A Conceptual Review of "Foodies" in Tourism. *Journal of Tourism and Gastronomy Studies*, 5, 4, pp. 170-179.

Appendices

Appendix 1. Observation table

| | |
|---|--|
| Place | |
| Location | |
| Price | |
| What the place offers? | |
| Sustainability expression | |
| Social media channels | |
| Wow-effect/ Something appealing | |
| Possible target groups | |
| Emerging food tourism trends | |
| How does it reflect the marine/coastal tourism? | |

Appendix 2. Screenshots of the Internet sources which were used while observing

Cafe Restaurant Ursula: <https://www.myhelsinki.fi/en/eat-and-drink/caf%C3%A9s/cafe-restaurant-ursula>



[HOME](#) - [EAT & DRINK](#) - [CAFÉS](#) - [CAFE-RESTAURANT URSULA](#)

Cafe - Restaurant Ursula

📍 Ehrenströmintie 3, 00140 Helsinki

Café Ursula is popular livingroom on the shore of beautiful Kaivopuisto Park. Ursula offers a wide selection of salty and sweet delicacies, lunch, Sunday brunch and selection of coffees and teas. The seaside café Ursula was founded in 1952, the same year as the Olympic Games took place in Helsinki. The cafe has since the beginning steered it's profits to charities, nowadays as well.

Restaurant Nokka: <https://nokkahelsinki.fi/kokka-elamys/>



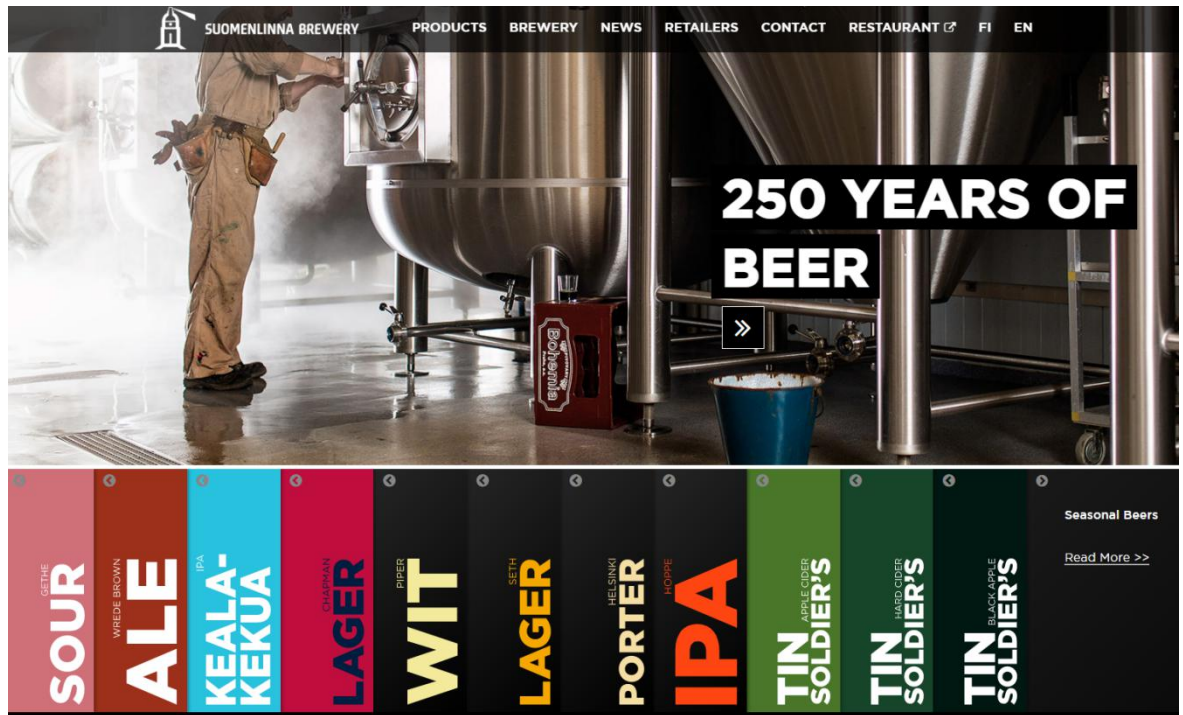
GUIDED BY TOP CHEFS

COOK YOUR OWN RESTAURANT DINNER

In addition to the more traditional restaurant dinner we offer a cooking class that's a notch above the rest. Your party will cook its own dinner in the private Kokka Kitchen upstairs at the restaurant under the professional guidance of Nokka's top chefs. During the "cooking school" the chef will talk about the ingredients, teach the techniques used to handle them and instructs and assists on the cooking and plating. After that it's time to sit down at the private upstairs table and enjoy the dinner as the restaurant staff serves the dinner to your party.

You will leave the restaurant with written recipes and instructions for the dinner so you can recreate the dishes later at home.

Suomenlinna Brewery: <https://suomenlinnanpanimo.fi/en/>



Taiga Times: <https://taigatimes.com/nature-walking-tour-helsinki//>

DAY TRIPS **MULTI-DAY TOURS** **ABOUT US** **CONTACT** **GALLERY** **BOOK NOW**

Experience the wild archipelago where the forest meets the sea

Join us to experience a unique side of Finland, the quiet nature side. A walk in this nature reserve highlights why Finland is one of the best outdoor destinations and why Finns enjoy their peace and quiet.

This day trip from Helsinki takes us to Porkkalanniemi; a scenic peninsula that reaches out into the midst of one of the world's largest archipelagos. Our excursion begins on a nature trail with countless smaller trails made by deers, foxes, moose and more!

Highlights:

- A magnificent nature reserve of diverse habitats
- Fantastic photo opportunities along the coast
- An easy and rewarding walk for all levels of fitness
- Finnish snacks and coffee/tea with seaside view

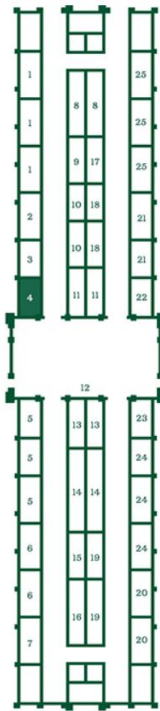
Details:

Duration: 9 a.m. to 1:30 p.m.
Level of difficulty: Easy
Language: English
Group size: Up to 8 persons
Included: Transportation, Professional guide, Snacks with coffee/tea
Availability: April - November
Gear needed: Walking shoes, clothing suitable for the weather, a water bottle
Price: 105 € per person

Wildlife, Seascapes, Ruins & Tranquility

Our excursion trail passes the ruins of an ancient burial cairn dating back to the Nordic bronze age, many diverse habitats, and onwards to the open sea! The second half of our walk, will be along the rolling rocks and beautiful coast where we have the perfect place for a break, overlooking the Baltic Sea. Your guide will prepare coffee/tea and some Finnish snacks to enjoy while you are free to take in the wonderful landscapes and find your peace in nature.

Old Market Hall: <https://vanhakauppahalli.fi/merchants/>



4 Vegetaari

It's healthy, says Kaarina! In the Market Hall you will also find a vegetarian shop where the owner Kaarina is happy to share her raw food expertise. Vegetaari sells salads, souring agents, organic products and fresh drinks, wheat germ and other shoots and sprouts as well as gluten-free products. Other tasty veggie treats include wheat germ and carrot juice and seasonal raw food products.

YHTEYSTIEDOT

Kaarina Petäjä
0400 850 911
Open Mon-Sat 8am-6pm

5 Soppakeittiö

The popular Soppakeittiö soup restaurant can now be found in all the three market halls of Helsinki. We welcome you to enjoy our delicious soups in the Old Market Hall.

YHTEYSTIEDOT

050 413 0805
kati.jaakola@kolumbus.fi, filip@stenius.fi
www.soppakeittio.fi

6 Fresh Deli

Description not available.

YHTEYSTIEDOT

Open Mon-Sat 8am-6pm.

Cafe Regatta: https://www.facebook.com/caferegatta/?ref=page_internal



Cafe Regatta (official)

@caferegatta · 4,9 (590 отзывы) · Кафе

Отправить эл. письмо

Главная Меню Отзывы Ещё ▾

Нравится

Сообщение

🔍

⋮

Задайте вопрос Странице Cafe Regatta (official)

"Какие виды кухни вы предлагаете?"

Спросить

"Можно ли посмотреть меню?"

Спросить

"Где вы находитесь?"

Спросить

"Есть ли у вас доставка?"

Спросить

Напишите вопрос

Спро...



Создать публикацию

Фото/видео

Место

Отметить друзей



Cafe Regatta (official)

8 November, 11:37 · 🌐

Café Regatta x Helsingin villasukkatehdas

Kotimaiset lämpimät villasukat 🌱

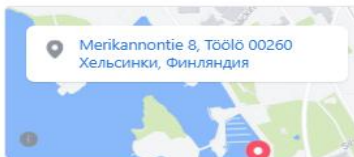
Lyhyet: 23,90€... Ещё

Показать перевод



Информация

Все

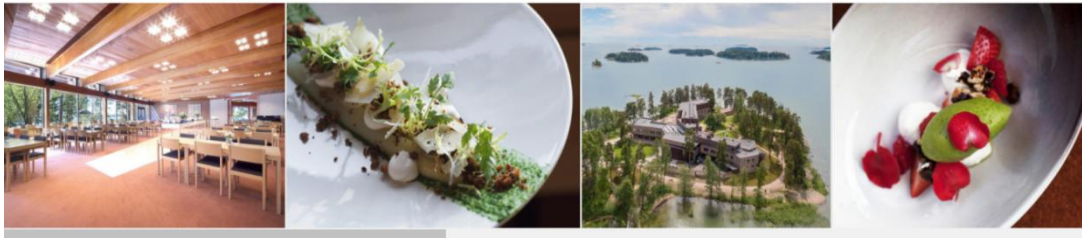


📌 Open every day around the year, from early morning until late night! You are warmly welcomed! Tervetuloa!
Huom! Sup-puolen varaukset nrosta 045-3174690

Hanaholmen Swedish-Finnish Cultural Centre, Restaurant Plats:

<https://www.discoveringfinland.com/destination/restaurant-johannes-hanasaari/>

Discovering Finland [SUBSCRIBE NEWSLETTER](#) [DESTINATIONS](#) [SEE & DO](#) [ACCOMMODATION FINLAND](#) [TRAVEL](#) [FINLAND](#) [BLOG](#) [SEARCH](#) EN



Restaurant Johannes Hanasaari


+358 9 435 020 ravintola@hanaholmen.fi [Website](#)

[Restaurant Johannes - book now >>](#)


Located on the island of Hanasaari, the newly renovated Hanaholmen is home to the Swedish-Finnish Cultural Centre, and features a modern hi-tech conference centre and quality hotel. Located 10 minutes away from Helsinki centre, each Hanaholmen hotel room offers a view of unique maritime nature, with the archipelago islands just outside the window. In Restaurant Johannes you can try Nordic-style dishes, carefully prepared with best local seasonal produce and inspired by surrounding nature, while the new wine bar by the lobby offers an exciting selection of drinks throughout the year. During the summer season guests are welcome to enjoy their drinks on the terrace surrounded with charming sea views. There are two saunas, a relaxation area with a fireplace, and a 17 metre pool in the hotel's sauna department.

Hanasaarenranta 5, Espoo

Photo gallery [All photos 0/0](#)



Harbour Market: <https://sadamaturg.aldar.ee/eng/meist/>



HOME PAGE / ABOUT US / SPECIAL OFFERS / CUSTOMER NEWSLETTER / JOB OFFERS / NEWS / GALLERY / CONTACT / KAI CAFÉ

ABOUT US

Sadama Turg - good food store!



Sadama Turg was opened on February 23, 2012. With that time, we have changed a lot, and only for the better. We have a very wide and versatile selection of goods for you. The building is divided into several departments, where high-quality food products, exquisite drinks and interesting souvenirs and gifts are always available. We have a world of our own, where there is a wide selection of large stores as well as a high level of personality and high quality which are common to the market atmosphere.

We are very proud of our selection of cheese, meat and fish. There are not many shops where it is possible to get professional advice from the butcher to find the best piece of meat. It is possible with us! The meat we offer to you is always of Estonian origin and produced by small local farmers.

One should certainly not forget our excellent bread! Our bakers make delicious and genuine Estonian bread on the spot, with several different flavors and additives. Customers' favorites are garlic and rye bread. We also have other types of bread with different tastes.

There is also a separate alcohol department in our shop with a very wide assortment and more exquisite drinks.

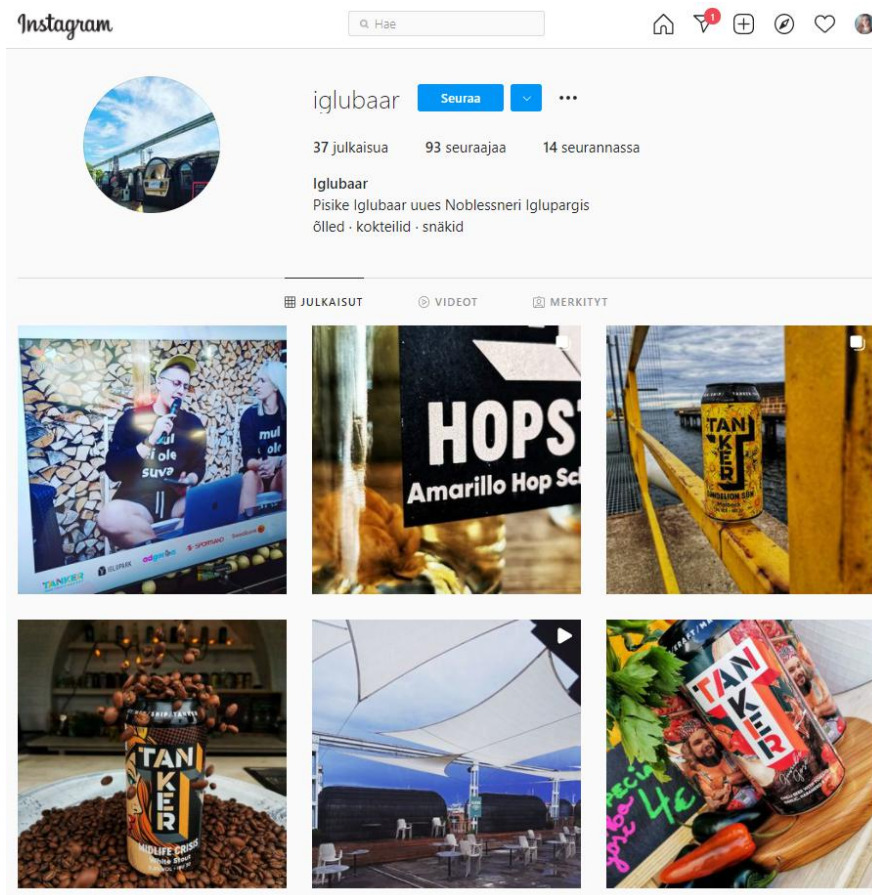
There is also a little exotic in the market hall - Papa Joe offers genuine Lebanese food here.

In addition to food products, you can also purchase the creations of Estonian artists and ceramic artists and a wide range of industrial goods. This is the perfect place to buy special gifts!

Over the years, we have been expanding our loyal customer base, who find their way to us over and over again. You are very welcome to visit us! Our warm-hearted and friendly staff is always waiting for you with a smile.



Iglubar: <https://www.instagram.com/iglubaar/?hl=fi>



Puri Restaurant: <https://puriesto.ee/>



Altja fishing village: <https://www.visitestonia.com/en/altja-fishing-village>

Altja fishing village

Altja küla, Haljala vald, Lääne-Viru maakond

[VIEW ON MAP](#)



Altja is a typical seaside village, with all of its houses stretching along one street. The village was first mentioned in written records in 1465. The Uustalu and Toomaraha farms at Altja are typical coastal farms and have been restored by Lahemaa National Park. On the headland of Altja, you can see the fishing net sheds which were reconstructed on the basis of old photographs and the memories of the villagers. The village also has its own swing and tavern, where you can try local dishes.

Viimsi farmers' market: <https://www.visitestonia.com/en/viimsi-farmers-market>

Viimsi farmers' market

Muuseumi tee 1, Pringi küla, Viimsi vald, Harju maakond

[VIEW ON MAP](#)

[Homepage](#) laat@rannarahvamuseum.ee [\(+372\) 606 6952](tel:+3726066952) [Facebook](#)



Viimsi farmers' market is open every Saturday all year round on the market place of the Viimsi Open Air Museum. Only domestic food and handicrafts are sold at the market.


The farmers' market is very popular among locals, who appreciate fresh and clean food. People can also sell their own vegetables at the market, as well as enjoy village news with their fresh pastries and morning coffee! The market is famous for its worthy products and atmosphere also among people outside of Viimsi.

Times and prices

Open all year round

Saturday 10:00 - 14:00
Monday–Friday, Sunday closed

Taju Resto: <https://taju.co/en/experience/picnic-in-the-wild/>



Picnic in the wild

☰

Take nothing but memories. Leave no trace behind. Sense it all!

At Taju Resto, we have created an ultimate picnic experience. If you wish, you can walk over 10 km of different tracks covering various heritage landscapes, including coastal and wooded meadows.

Upon arrival, you will receive a comfortable backpack that includes everything you need for an idyllic picnic. We keep the bag's content a secret so that the experience could be a pleasant surprise. You can leave information about possible dietary preferences and special requests in your booking. In addition to our kitchen delicacies, the bag contains a bottle of spring water, tea/coffee, a map of the area with your private picnic spot marked on, and other accessories to make you feel comfortable in any weather. Other beverages from our drinks menu can be ordered on-site.

Picnic areas are located on private grounds in Jöelähtne parish. Therefore, we will send the exact location and phone number for gate opening after receiving the booking confirmation.

Price: 40 €/ person

CONTACT

BOOK A PICNIC

Home Restaurant MerMer: <http://uus.mermer.ee/soogikaart/>

Kodurestorant MerMer



Avalaht Gurmees
ÕHTUSÖÖK HOMAARIGA
Meist
MIDA PAKUME
JOOGIKAART
Võta ühendust
Asukoht

Avalaht » MIDA PAKUME

MIDA PAKUME

Nendele, kes soovivad midagi enam kui kuu eripakkumine, koostame vastavalt toidueelistustele personaalse menüü.

Nendele, kes tahavad toidutegemisel ise käed külge lüüa ja ehk mõne uue nipi õppida, pakume kokakoolitust hinnaga 39 eurot inimese kohta (selles kohale jõudes suupistevalik isuäratuseks, kolme toidu valmistamine, retseptid ja isetegemise rõõm!)

Nendele, kes lihtsalt alid üllatustele, pakume üllatusmenüüd hinnaga 38 eurot inimese kohta (selles viis käiku ja lusti kui palju, sest ei pea pead vaevama, mida valida!)

Nendele, kes armastavad sõpru rõõmustada, pakume võimaluse soetada kinkimiseks MerMeri kinkekaarti. Kohtumiseni MerMer'is – oleme häädele sööjatele ettetellimisel aastaringi avatud!



Appendix 3. The route - Coastal flavours and the sense of sea of Helsinki and Estonia

Link below refers to created route “Coastal flavours and the sense of sea of Helsinki and Estonia” made in Canva.

https://www.canva.com/design/DAEvI0_VF3k/pIzCVkb65Md2UWD7vsDU2A/view?utm_content=DAEvI0_VF3k&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink