

Territorial Food Workshops : Tools to Ensure Sustainability of Ties Between Territory, Food Supply Chain and Tourism

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Abstract

This paper aims to identify “Initiatives to reduce the distances between food and consumer” by characterising the two main types of food initiatives carried by the upstream and downstream vision of the food chain. To understand the different dynamics at work, the authors adopt an interdisciplinarity vision crossing sociological approach and strategy by using food as a vector of learning promoting social and professional inclusion. This methodological approach helps to better analyse the role of territorial food workshops as pull factor to attract the people visiting the territory within the framework of food ecotourism. The presentation of local food chain by apprenticeship of eco-tourists and the promotion of the local food via these tourists’ networks is discussed through an interdisciplinary methodology using the interactions between sociological and meta-organisational (strategic management) approaches.

Keywords : territorial food workshops, interdisciplinarity, meta-organisation, social network, food tourism, social and professional insertion

Introduction

Agriculture is no longer solely rural but is becoming increasingly regional by encompassing the possibilities offered by urban agriculture. Agriculture, in its agro-ecological ambitions, is then creating multiple synergies around food, between rural and urban, between culture and nature, between innovation and tradition. Additionally, agriculture can serve to link local production with national and international markets by articulating short and long logistics chains that promote products and services. A major challenge is emerging for agriculture: in the future, the parties involved will have to invest in order to co-design with all the stakeholders a new "planning of territorial activities" and to test the policy models associated with food systems to challenge the ecological and social threats.

The remoteness between food production and consumption and the increase in the number of poor people, requires dedicated research on “Responsible consumption and production” (SDG12), “Fight against hunger” (SDG2) and “Access to quality education” (SDG4) with pedagogy adapted to adults (17 Sustainable Development Goals¹). Our contribution aims to debate how to promote accessibility to sustainable food; raise awareness, empower and dynamise citizens and stakeholders. It seems that the establishment of **territorial food workshops** welcoming the various actors in the agricultural and food sector could be a good tool. But beyond that, it is wise to question the levers necessary for the collective education of consumers, producers and other actors in an inclusive understanding. So, the association of territorial food workshops with food ecotourism addressing people inside and outside the given territory could promote embeddedness and optimise the social innovation capacities of the actors.

¹ <https://sdgs.un.org/goals>

This paper aims to identify “Initiatives to reduce the distances between food and consumer” by characterising the two main types of food initiatives carried by the upstream and downstream vision of the food chain (1). To understand the different dynamics at work, it is then interesting to adopt an interdisciplinarity vision crossing sociological approach and strategy by using food as a vector of learning promoting social and professional inclusion (2). This methodological approach helps to better analyse the role of territorial food workshops as pull factor to attract the people visiting the territory within the framework of food ecotourism (3). The presentation of local food chain by apprenticeship of eco-tourists and the promotion of the local food via these tourists’ networks will be discussed through an interdisciplinary methodology using the interactions between sociological and meta-organisational (strategic management) approaches (4).

1. Initiatives to reduce the distance between food and consumer

During these last decades, we have witnessed a growing number of initiatives that were put into place both by public authorities and by civil society, to reduce the distance between food production and consumption. An attempted classification can be helpful to explain these initiatives in order to better understand the potential and limits upstream and/or downstream players of food value chains. These dynamics can be analysed using two orientations.

- 1) Initiatives to **reduce the physical distance between producers and consumers** (often with urban dwellers) exist and flourish since the 1980s. Their proposals are broad: by using diverse forms of short food marketing channels; by creating food processing labs by farmers; by organising farm sales and/or farmers’ markets in different neighbourhoods of large cities. Short marketing channels give their actors better control over food production and consumption than the conventional system. A volume of scientific research is investigating this approach (Jean-Gagnon J., 2016). For example, collective processing workshops (“Ateliers de Transfert Collectifs” ATC) established in different regions of France aims at the renewal of social relations between consumers and producers as well as between cities and countryside. Like the ATC supported by the Social and Solidary Economy Pole of Côte d’Armor in Brittany², 130 ATC have been established in France since the beginning of the 1980s (Michaud, C., & Terrieux, A., 2015 ; Thomas, F., 2016). Collectif 5C³ in the Wallon region in Belgium gathers some thirty Citizen Coops engaged in Short Marketing Channels (Noël, J., & all. 2021). Another example from Belgium would be Paysans-Artisans⁴ established in Namur in 2013; this social movement brings together 80 farmers around 10 artisan-producers, 25 employees, joined by nearly 600 cooperatives members and 400 volunteers (Noël, J., & all. 2021). CIVAM (Initiative centers to promote agriculture and the rural environment) organize the event “France, from Farm to Farm” in order “to communicate and transmit a vision of sustainable, economical and autonomous agriculture to visitors who are often outside the rural world”⁵
- 2) Initiatives to raise **awareness amongst consumers of the importance of healthy food**. They develop a wide educational panel aiming to reduce the cognitive distance between humans and their food by organising conferences, workshops, and cooking-focused seminars. Each participant gains awareness of the importance of diet and its consequences on well-being, health, and longevity. Dealing with nutritional, organoleptic, or health qualities, workshops are organised in Norway, France, the USA and the UK raise the awareness of consumers. Cooking workshops to help people to prepare fresh vegetables and legumes into healthy dishes are quite popular and even TV shows⁶ put forward this kind of training as to stay in vogue. C. Lepeltier (2011) witnesses that cooking workshops, as a collective action, support people in precarious situations by empowering them. In these approaches, the role of technologies is crucial; a smartphone application like YUKA⁷ is able to analyse 2.5 million food products, providing a detailed data sheet for each product with its impact of the product on health.

² https://www.guingamp-paimpol-agglo.bzh/wp-content/uploads/2020/09/Fiche4_technique_ATC-I.pdf

³ 5 C , like the 5 C of « Collectif des Coopératives Citoyennes pour le Circuit Court” Collective of Citizen Cooperatives for the Short Circuit

⁴ Peasants-Artisans

⁵ CIVAM (Centres d’initiatives pour valoriser l’agriculture et le milieu rural) Initiative centers to promote agriculture and the rural environment).

⁶ <https://www.healthyfood.com/video/healthy-food-guide-tv-series-episode-2/>

⁷ <https://yuka.io/en> « A 100% independent project / Yuka is an independent application. This means the product analyses and recommendations are entirely objective. Yuka receives no funding from brands or manufacturers. »

A critical view can be made of each type of initiative because they do not offer a holistic perspective to understand the consumer as a citizen. Organising short marketing channels upgrades local value chains and establishes closer ties between producers and consumers. As such, it is very useful for the development of local food production and also for the well-being of each. Nevertheless, this physical closeness may confine the territory within its borders, economically and socially. On the other hand, workshops and conferences addressed to end users in order to reduce the cognitive distance between the consumer and their food can also be taken as a one-way, introverted orientation. In effect, the main objective is focusing the health without a real and common attempt to approach production constraints, value chain organisation and so on. (Cf. Table 1)

Table 1 : Classification of initiatives concerning upstream and/or downstream players of food value chains

Food Orientation	Description	Drawbacks
Initiatives to reduce the physical distance between producers and consumers	Based on short marketing channels, this initiative seeks to connect consumers and producers. This is a local anchoring in the sense that the physical distance between the actors is very small. It exists in France and in all Latin countries	It limits richness of food varieties and diversity, It reduces the diversity of exchanges.
Initiatives to raise awareness amongst consumers of the importance of healthy food	Based on communication to educate the consumer, this initiative provides knowledge of the food offering. It exists in the USA, Japan but also in France, for example the virtual organization around the YUKA application.	There is less/no contact between consumers and producers. There is no awareness to produce better and therefore no desire to reduce the cultural and social distance between the actors of the food chain.

Source : Authors' work

In our opinion, it would be of interest to find an alternative perspective concerning the territorial development that generates a synergy between the food value chain players, consumer education and citizen commitment. It seems useful to foster territorial development by applying environmentally-friendly agricultural practices and shortening logistics chains. To strengthen the ties, food tourism could help to answer ecological, social, cultural and economic concerns. Studying the relationships between the tourists visiting a territory and the food as object of tourist attraction necessitates a holistic perspective as to render this relationship sustainable and solid. An interdisciplinary methodology is proposed to show the interaction between

2. Conceptual framework : an interdisciplinary approach to explain complex processes

Food production and consumption as well as taste cannot be taken solely as an attribute of the individual but is also a matter of shared social attitudes and cultural conventions (Murcott, 2002). The acceptance of certain food products and receipts by tourists visiting a territory can be seen as a simple curiosity to meet new faces, new tastes but can also be attached to an acculturation process. Her/his *souvenirs* of these different tastes and the story she/he tells to their parents, kins, friends and acquaintances is one way of diffusion of the local, territorial at a larger scale. Our research question focusing on the durability of these interactions between the territories and the consumer/tourist attitudes is complex. Its analysis appeals for more than one scientific discipline. As argued by J. Piaget (1972, p. 129), “we are compelled to look for interaction and common mechanisms” of the reality outside the apparent boundaries of scientific disciplines to explicit this cultural and social exchange between the local dwellers and the people on the move, that is the tourists. Furthermore, it is important to assess the sustainability and permanency of this particular exchange.

Interdisciplinarity (or transdisciplinarity) is not just a juxtaposition of two or more scientific disciplines to explain complex phenomena (Darbellay, 2019). The transitivity between different but close disciplines like sociology and economics and management sciences is well proven since the beginning of the XXth century. The discussed issues by well-known founders of the modern social thought turned around two main questions: how individual values cause economic practices and how individual economic practices cause the economic organisation of the society. Amongst these well-known founders of modern social thought, Karl Marx⁸, Max

⁸ The Capital, A critique of Political Economy, Volumes I, II, III, 1897, London, Swan Sonnenchein Lowrey and Co.

Weber⁹, Vilfredo Pareto¹⁰, Georg Simmel¹¹, Emile Durkheim¹² dealt with the embedded relations between the society and the economic structure and the influence of social structure on economic organisations and vice versa (Coleman, 1986). Immanuel Wallerstein¹³, Gary Gereffi¹⁴, Antony Giddens¹⁵, Michel Callon¹⁶, Michel Crozier¹⁷, Mark Granovetter¹⁸, Luc Boldonski and Laurent Thévenot¹⁹ amongst others are the main sociologists of the recent period that adopted interdisciplinary approach to study the interactions between social and economic structure, between social and collective behaviour and strategy and performance of economic organisations at micro and macro levels. Hence, the interactions between the territorial food workshops to further the sustainability of local food value chains and the food tourism will be better discussed and analysed by adopting an interdisciplinary approach, exhibiting the close relationship between the functioning of the social networks and the essential role of meta-organisation in sustaining the development and persistence of these former.

2.1 Territorial food workshops: a sociological approach

Our conception of **territorial food workshops is related to food tourism but also ambitions to foster social and professional insertion**. In terms of food orientation, these initiatives have double objectives: they target to reduce physical distances between producers and consumers and to raise awareness amongst the citizens of the importance of local sustainable food.

This is a local initiative associated with the desire to bring in eco-tourists from outside the territorial boundaries. In a given territory, it is a question of circulating from one place to another, building up the acculturation process amid all the stakeholders.

The idea is then to promote exchanges of know-how, not only about food but also more general culture. Beyond just encouraging curiosity, it is about learning how food products are made including cultivation, processing, recipe swapping. In some cases, it is possible to achieve citizen science (Schneider, 2002; Bonney & al., 2016) beyond popularization, to create social network and potentially reciprocal knowledge exchange networks (Héber-Suffrain, 2011). Scientific information but also scientific construction does not remain the prerogative of a few wealthy people. Food is then considered a vector for learning by larger social groups.

⁹ Economy and Society An outline of Interpretative Sociology, 1968, New York, Bedminster Press

¹⁰ A Treatise of General Sociology, The Mind and Society, 1963, New York, Dover Press

¹¹ The Philosophy of Money, 2004, London, Routledge

¹² The Division of Labour in Society, 1997, New York, New York Free Press

¹³ The Capitalist World Economy, 1979, London-Paris, Cambridge University Press

¹⁴ Gereffi, G. and Korzeniewicz, M., Commodity Chains and Global Capitalism, 1994, Westport, Connecticut, London, Praeger ; Global Value Chains and Development, 2018, London, Cambridge University Press

¹⁵ The Constitution of Society, Outline of Structuration Theory, 1984, Berkeley, University of California Press

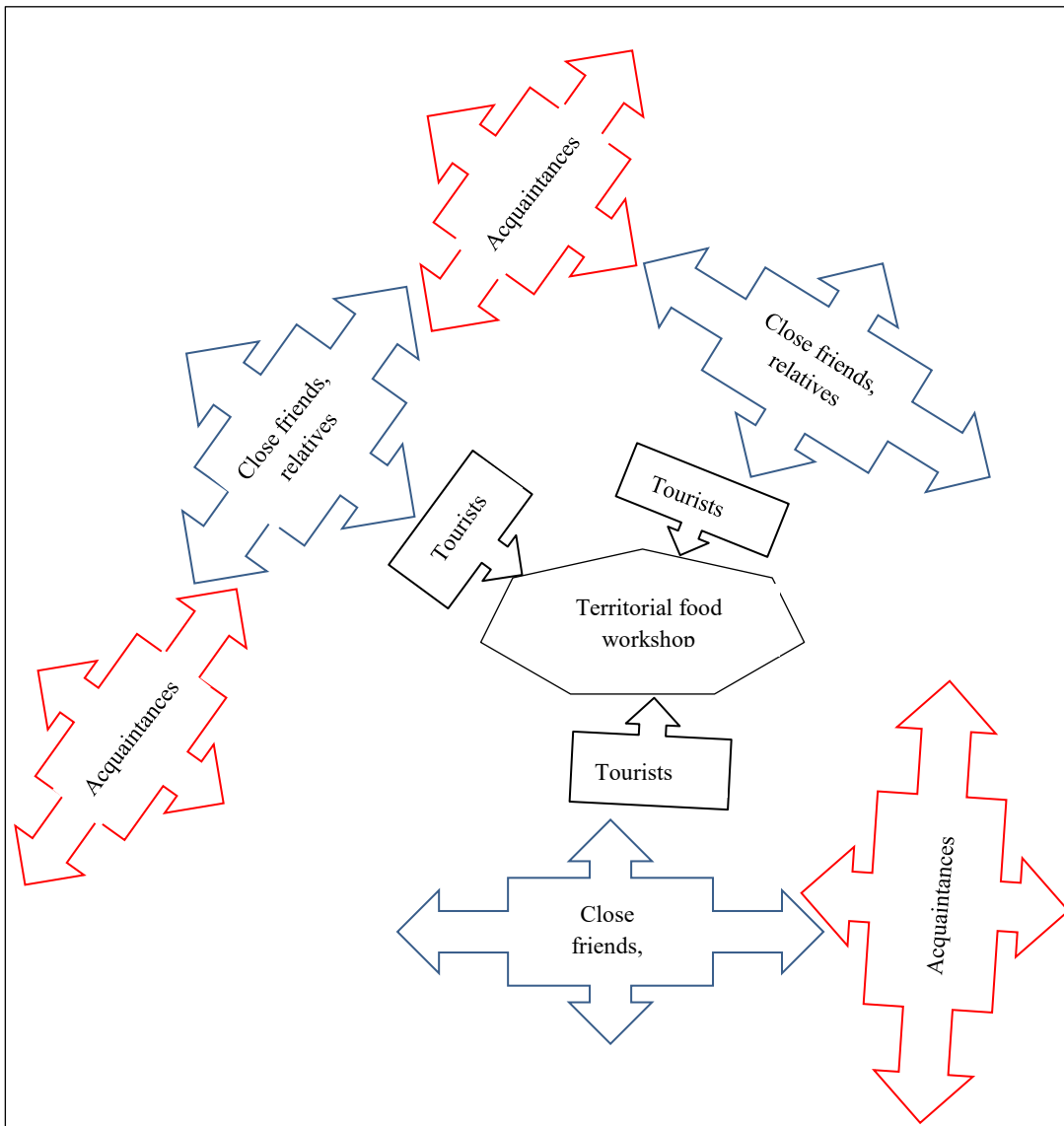
¹⁶ The Laws of the Markets, 1998, Oxford, Blackwell Publishers

¹⁷ Actors and Systems: The Politics of Collective Action, 1980, Chicago, University of Chicago Press

¹⁸ "Threshold Models of Collective Behavior". American Journal of Sociology. 1978, 83 (6): 1420–1443; "The Strength of Weak Ties: A Network Theory Revisited". Sociological Theory. 1983, 1: 201–233 ; "Economic Action and Social Structure: The Problem of Embeddedness". American Journal of Sociology. 1985, 91 (3): 481–510

¹⁹ On Justification. The Economies of Worth, 2006 ; Princeton, Princeton University Press

Figure 1 : A simple illustration of social networks structured by strong and weak ties of individual tourist-attendees of territorial food workshops



Note: █ strong ties, closeness; █ weak ties, remoteness

Source: Authors's work based on the social network theory of Granovetter (1973)

As can be observed in Figure 1, we assess the role of weak social ties, defined as social relations requiring little investment but vital in diffusing ideas and information. They are composed mostly of acquaintances or other loosely connected actors, as opposed to kins or close friends. Liu (2017) stated : « *Why are weak ties more likely to channel novel information than strong ties? To explain the underlying mechanism of Granovetter's findings, it is necessary to return to the network concept of bridging* » (p.5) The inner circle of the individual (in our case, the tourist) is composed of close friends, family and relatives, who, in their turn, are connected to other people, forming the tourist/attendee's circle of acquaintances. In such highly interconnected circles, each person is likely to receive a similar set of information.

Liu (2017) reported that « *The bridging tie (sitting between the two clusters), on the other hand, becomes the only opportunity for any nodes in acquaintances' circle of the individual to access novel information from her/his inner circle. Although strong ties often emerge from the center of a network, which gives them greater capacity to diffuse information and exert social influence. Granovetter's thesis highlights the bridging function of weak ties and their ability to spread novel, non-redundant information. The strength of weak ties, therefore, is not about the number of connections. Rather, it lies in weak ties' ability to reach a broader, and potentially*

more heterogeneous, set of information sources » (p.6). Getting involved in the functioning of the local food value chain, considering the related issues, but also learning how to handle the local ingredients to cook genuine dishes, each tourist will be a hub to attract the interest of her/his inner and external circles of acquaintances, to enlarge the network created at local level to other places. This process, as defined by M. S. Granovetter (1973) as 'the strength of weak ties', could be the starting point of more sustainable promotion of the territory, with *terroir* products and dishes on a larger scale.

Hence, the foundation and development of this learning process cannot be only handled by the presence of social networks. A managerial approach is necessary to better advance in the scientific reflexivity needed on "territorial food workshop". As argued by Darbellay (2016), *"tourism researchers face a multidimensional configuration of activities, location and tourism actors with their sometimes converging and sometimes controversial imagination and representations."* (p. 370) The necessary infrastructure for hosting the tourists, competent human resources for tourist reception but also for the workshops, organisation of field visits, the connection with tourism office aside other essential activities like marketing and promotion of the territory appeal for a managerial point of view that helps to understand the processes needed to build this collective offer.

2.2. « Territorial Food Workshop » : a meta-organisational approach

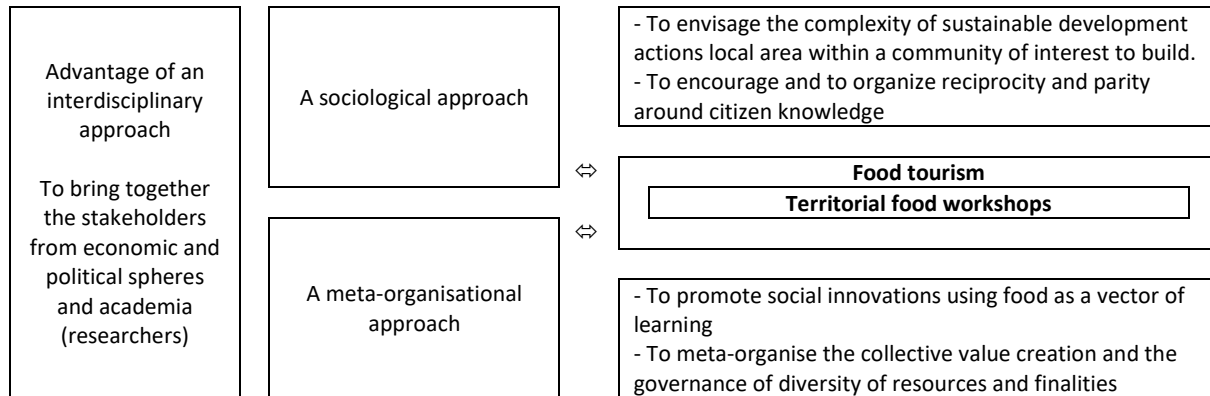
From the very beginning, writings on meta-organisation theory considered ecological and social aspects as their central question, associated with a desire to solve a problem with a multi-stakeholder approach. Thus, much research has focused on the link between collective action and sustainable development: Berkowitz and Dumez (2016) state that *"Meta-organisation" refers to a central phenomenon in the contemporary world, namely the increasing importance of collective action at the level of organisations, ensuing from major issues related to sustainable development, human rights and corporate responsibility. The concept calls for new forms of theorising of global collective action. The diversity and heterogeneity of meta-organizations raise methodological issues that require original approaches"* (p.149).

The concept of meta-organisation makes it possible to understand organizations in their relations with other organizations in order to foster exchanges within a more effective and/or more efficient structure, in relation to a common goal. Ahrne and Brunsson (2005) emphasize its agency and access to resources: *"Due to the greater access to resources and action capacity that organizations enjoy, a meta-organization's members can supply it with action capacity and resources from the start – capacity and resources that would take a long time for most individual organizations to create."* (p. 445)

Valente and Oliver (2018) emphasize the superior capability of meta-organisations to develop a complex vision: *"Meta-organizations may be an effective means of managing the complexity of sustainability when participants exhibit an openness to innovative forms of collaboration"* (p. 678). In common with most actions in favour of sustainable development, it requires a systemic and participative approach in order to benefit from proximity with stakeholders, and thus benefits from a more benevolent space for operationalizing its experiments.

Dealing with territorial food workshops, we need a methodical and conceptual path to guide us through the engaged research we plan to conduct. As such, table 2 summarises our interdisciplinary approach exposing the interactions between the concept of "the strength of weak ties" of Granovetter and the meta-organisation theory.

Table 2 : Territorial Food Workshops : an action study requiring a conceptual approach both sociological and strategic



Source: Authors' work

3. Food tourism as a way to increase closeness between food/territory and consumer

It is possible to conceive of tourism other than as highly profitable commercial activity. Accommodating visitors from elsewhere, whether from distant lands or "doors next to home" can be designed differently. Already, what is called ecotourism can be profitable for territorial development in opposition to tourism on an industrial scale organised by large tour companies. Hall and al. (2004) define food tourism as such: « ..., food tourism may be defined as visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel ». (pp. 9-10).

Some examples of organised food tourism exist as can be observed in table 3 and Appendix 2. These examples illustrate how cultural heritage can attract new types of tourist seeking new knowledge, while contributing to the preservation of local/territorial ecosystems and protecting the natural environment by promoting rural accommodation (rural lodges) or family hotels in selected culinary areas. However, one of the downsides is that the tourists are often domestic, or from neighbouring countries. This fact exhibits that beside physical closeness there is also a cultural affinity that plays an essential role. It is clear that further promotion is necessary to attract visitors at international level.

Tourism would bring, in our view, an alternative perspective and develop synergies between many objectives. It would unite the involved parties in the local value chain and consumers that would preserve the local production while taking advantage of agriculture offering many more services beyond food production, such as landscape creation, accommodating visitors. Likewise, this holistic initiative could participate to SDGs interlinking territorial economy and inclusion. Finally, it could develop the weak ties linked to « combination of time spent together, emotional intensity, intimacy and reciprocity of the bond between Agent A and Agent B. » (Granovetter, M. S., 1973). In this sense, **tourism** could be a great opportunity for a given territory as a strong development and learning vector.

At least as important as reducing the physical distance is the willingness to reduce the cognitive remoteness between stakeholders (producers, processing agents, distributors, consumers, tourists, local institutions...). As European grants often ask for « demonstrator » it then could be possible to creating a physical and virtual collective working platform to help to exchange ideas, knowledge, and know-how. It could thereby potentially create reciprocal knowledge exchange networks (Héber-Suffrain, 2011).

More than ecotourism or rural tourism, we propose **food ecotourism**. Forming part of cultural tourism, it can be counted among the new types of tourist organisation that have emerged since the beginning of the 2000s.

Table 3 : Some characteristics of food tourism initiatives organised in different regions of the world

Host Country	Type of activity	Organisers	Commitments/Actors	Sustainability	Features of the tourists
England, Lodlow food festival	Rural food, trails, sampling sessions, cookery demonstrations	Ludlow and District Chamber of Trade and Commerce	Local landholders, food processors, brewers, eating places Local, national and international top chefs	Conceived in 1995, continues to prevail 21 000 visitors in 2010	Most of the visitors are from UK and/or Ireland
New Zealand, Bluff Oyster festival	Bluff oyster, local wine and food	Local communities	Local producers, food processors, oysters cultivators	Created in 1996 Around 3 000 attendees yearly	Six-hour event gathering Australian and New Zealand tourists
Portugal, Maderia Island	Many typical native foods, local gastronomy, “bolo do caco”, Madeira wine, or “poncha”	No organising structure Tourist touring companies	Engagement with the local culture and its residents	Gastronomy of the Maderia island is well known since the XV th century	Industrial-scale tourism Tourists from various parts of the world
Spain Cordoba	Oleotourism, gastronomic expérience	No organising structure Tourist touring companies	Rural areas, development of the territory	Sustainability wealth creation	Industrial-scale tourism Tourists from various parts of the world
Serbia, Voyvodine region	Visits to traditional farms (Salasi)	No organising structure	Development of the territory	Tourism loyalty	Tourist from eight different countries
Serbia, Apatin municipality	Rich fishing waters of the Danube, hunting places Apatin Fishermen Nights (since 1980s)	No organising structure	Cooperation with local population, Local restaurants (chardas)	Raise the standard of living of local population Tourism loyalty	Visitors from different neighbouring countries
Indonesia, Bali Ubud Food Festival	cross-cultural culinary festival	NGO (Yayasan Mudra Swari Saraswati)	Local and international chefs, restaurateurs, farmers, food writers and culinary stars	Founded in 2015	80% of the visitors are Indonesian, the remaining visitors are from Australia, Southeast Asia. Welcomed 15 000 visitors in 2019
Morocco, saffron festival in Taliouine	Workshops, and food tastings, promotion of the region through <i>terroir</i> product, saffron of Taliouine	Local cooperatives, Fair Trade association forum Solidary based association founded in France		Founded in 2007 Inclusion of village women in the festivities	Majority of tourists are from France (cultural and historical closeness)
Morocco, almond blossom feast inTafraoute	Local products, almond tree	Municipality of Tafraout, Min.of Agr. & Maritime Fisheries, Regional Council	Artists, Local population	Exists since the beginning of 2000s local solidarity economy	Majority of tourists are from France (cultural and historical closeness)

Source: Authors' work based on the information presented in Appendix 2

After analysing examples of food tourism organised in different regions of the world, it seems that all have some sort of **territorial food workshops**. They share certain characteristics; they gather local producers/processors with consumers (local, national, and international) willing to learn and to practice local food recipes, and to disseminate this newly-acquired knowledge. However, there seems to be a drawback: food tourism can be conceived as a diffuse, scattered idea because most of them turn around « gastronomic spaces » promoting three-star dining venues or expensive manor houses.

Key-factor to achieve a sustainable and permanent social network stemming through well-organised food tourism passes by considering food as a vector of learning. Stimulating the curiosity of tourists by new faces and by new tastes is a starting point. Arising their awareness as citizens sensible to local people, local products, natural and cultural environment through territorial food workshops is a next step. Including them as “messengers” to promote the local/particular around them and to attract new “newcomers will be the necessary step that ensures the sustainability of this learning process. Meta-organisation, with all its elements, is an essential keystone in this building-up action.

Conclusion and Research Perspectives

Urry (2009) cites Heidegger in his article on « Mobilities and Social Theory » (2003) : « *Bridges initiate new social patterns, forming a locale or connecting different parts of a town, or the town with the country, or the town with “the network of long distance traffic, paced and calculated for maximum yield”* (p.485). Even if Heidegger pruned « sedentarism » in the late XIXth century (Heidegger, 1993), his argument is welcome. This agnostic-antagonist position demonstrates the importance of research question here-by defended : territorial dwellers are sedentary people as they welcome the tourists and offer their products, know-how and hospitality. Tourists, as people on the move create bridges between the territory and the « outside world » and promote this territorial offer. Their social networks supported by local meta-organisation can and will create a sustainable bridge between the territory and the « rest of the world ».

Furthering this argument, a research-action can be planned to find motivated actors specialized in popular education and reciprocal knowledge exchange networks to discuss the same vision.

A further step is planned to work with a Meta-Organization for social and professional integration and to consider building a Solidarity Metaverse exchange platform combining face-to-face and distance learning. 4 phases are considered:

1. Mapping the stakeholders potentially interested in territorial food workshops and at the same time carry out a market study on food eco-tourism;
2. This first work will make it possible to appeal the attention of the social and economic funders. Reaching a funding resource would help to finance more individual interviews, to collect opinions and expectations of the stakeholders regarding the implementation of territorial food workshops. It will then be possible to organize one or more face-to-face events dealing with research & development on territorial inclusive practices;
3. In order to set up a research project, the conditions for creating a territorial demonstrator based on Solidarity Metaverse as asked in European grants will be taken into consideration.
4. The meta-organisation and the social network will then try to disseminate the practices of “territorial food workshop” to other territories to stimulate SDGs performance centered on territorial agriculture.

Throughout, students an interns, but also NEETs²⁰ and start-ups will be integrated, into the different stages of this collective action. The core of the process is linked to the learning of each and everyone around agricultural and food preparation practices. Each participant brings her/his knowledge but also her/his questions and projects for a more sustainable future.

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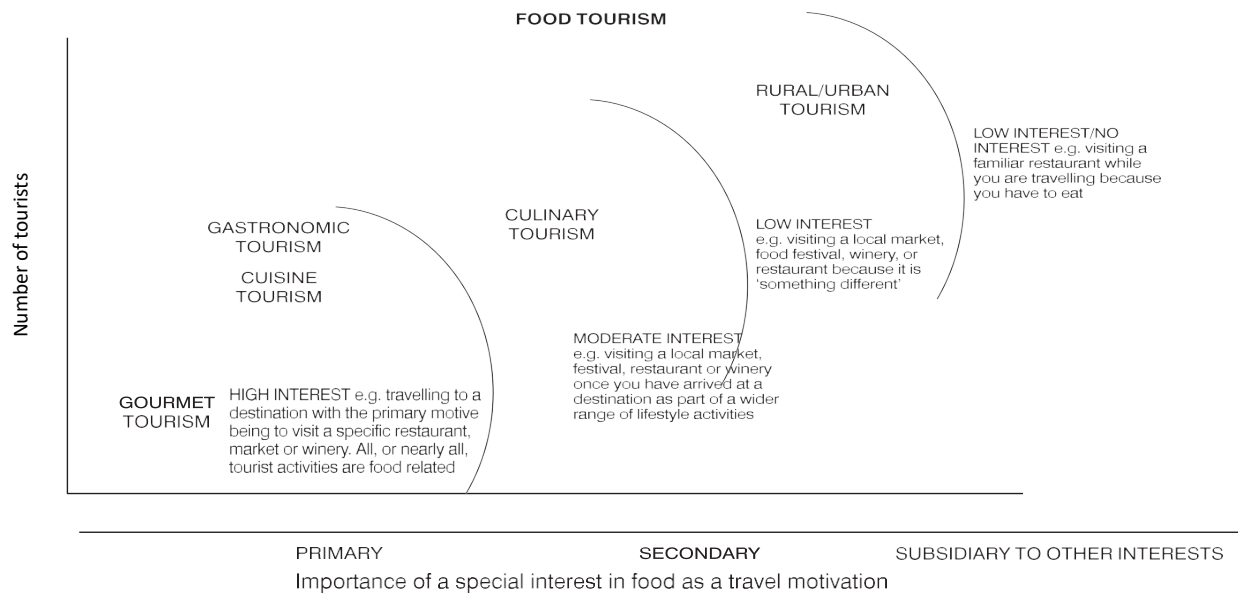
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²⁰ *Not in Education, Employment or Training*

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Appendix 1 Food tourism as special interest tourism



Source : Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (Eds.). (2004). *Food tourism around the world*. Routledge. p. 11

Appendix 2 : Some examples of food tourism organised in different regions of the world

Host Country/ Reference	Description
England, Sharples, 2004 https://www.foodfestival.co.uk/	Ludlow, is a small market town close to English/Welsh border. The concept for holding a food festival in Ludlow was originally conceived in 1995 by the Ludlow and District Chamber of Trade and Commerce. The festival has grown to become a significant national event and is arguably the ‘number one’ among rural food festivals within the UK. In 2010 over 21000 food lovers were attracted to participate in the food and drink trails, sampling sessions and cookery demonstrations that were on offer at Ludlow. Ludlow’s popularity has been boosted by an influx of top chefs over recent years, which has created an additional ‘pull factor’ for food lovers.
New Zealand Rusher, K., 2004 http://bluffoysterfest.co.nz	The Bluff Oyster and Southland Seafood Festival is a six-hour event that has attracted a peak attendance of more than 3000 people. The festival has run successfully since 1996. It takes place in the small town of Bluff located at the bottom of New Zealand’s South Island. The Bluff oyster as the regional food product is the symbol of the values and culture of the Invercargill and Bluff communities. In fulfilling their need for self-actualization, the festival attendees are also endorsing the cultural values of the community by purchasing food and wine products symbolic of the region.
Portugal, Maderia Island (Garcês & al., 2021),	The Maderia island gastronomy has influences from its climate, allowing to grow many typical native foods that represent its local gastronomy and thus its food authenticity. Many of these foods are differentiating elements of Madeira, for example “bolo do caco”, Madeira wine, or “poncha”. Results of the survey on 475 tourists conducted in 2019 show that gastronomy tourists in Madeira want an experience to have a nice moment, an experience that is different and an experience that allows them to feel engaged with the local culture and its residents. Thus, gastronomy can be a way to promote the Island's history, culture, and traditions, contributing to maintaining its (food) heritage.

Host Country/ Reference	Description
Spain, Cordoba (Moral-Cuadra & al., 2020)	The study is based on a survey conducted on 440 tourists to measure their motivations and gastronomic experience resulting from the development of oleotourism in the rural areas of the province of Cordoba. The final aim is to seek the sustainability of the territory through the consumption and purchase of olive oil.
Serbia, Voyvodine region (Vujko & al., 2017)	Vojvodina is traditionally a significant producer of food in Serbia, and can be significant resource of gastronomy tourism. The results of an empirical research carried out amongst 328 foreign tourists from eight countries who visited six traditional farm houses (Salaši) in rural destination of Vojvodina in 2015 show that traditional food plays an important role in creating tourist loyalty.
Serbia, Paladin municipality (Stanojevic & al., 2021),	The findings of a survey conducted on 234 tourists from different neighbour countries in 2018, show that traditional food served in local restaurants (chardas) is the basis for the development of rural areas. The primary goal of this form of tourism is to establish cooperation with the local population so that residents gain insight into the importance of this form of tourism, through which, it is possible to develop the local community and raise the standard of living.
Indonesia, Bali Ubud Food Festival (Amilia, 2020)	Founded in 2015 as an annual project of a not-for-profit organization named Yayasan Mudra Swari Saraswati, UBUD festival has welcomed more than 15,000 visitors in 2019. This cross-cultural culinary festival, with over than 100 local and international chefs, restaurateurs, farmers, food writers and culinary stars, highlights Indonesian food during three-days. Globally, 80% of the visitors are Indonesian, the remain visitors are foodies from Australia, Southeast Asia and beyond.
Morocco, saffron festival in Taliouine https://maroc-tourisme-rural.com/pec-events/festival-du-safran/ https://www.migdev.org/	Saffron festival in Taliouine was created in 2007. It is composed of visits to saffron fields and cooperatives, a fair trade association forum, demonstrations of the use of the spice, workshops, and of course food tastings at saffron base prepared by village women. The main objectives of the saffron festival are to promote the region of Taliouine, situated in the province of Taroudant, and to promote the marketing of saffron in order to improve the life of the rural populations of the Anti-Atlas. Migration et Développement, a solidarity based association situated in Marseille, is actively present in the organisation of this festival and the arrival of tourists particularly from France for a 3-4 days visit.
Morocco, almond blossom feast in Tafraout https://www.communesmaroc.com/ville/tafraout	Since two decades, Louz Taфраout association, in collaboration with the rural municipality of Taфраout, the Ministry of Agriculture and Maritime Fisheries as well as the Regional Council of Souss-Massa-Drâa, organises this festival annually, between February and March. The idea is to promote local products and consolidate a local solidarity economy. The objectives of the festival are multiple: allow development for the territory of the almond tree, by relaunching commercial sectors that have disappeared; enhance the heritage of the Anti-Atlas; improve the socio-economic conditions of local populations; revive an ancestral cultural tradition by inviting artists; promote tourism in the region, which is poorly served by road infrastructure.

Source : Authors' work