HIH MENU

HIH SERVICES

- SUSTAINABLE GASTRONOMY
  Michelin & Leading Chefs Agency
  From Farm to Fork Events
  Responsible F&B Strategies
  page 3 & 4

- CONTENT & EDUCATION
  Speakership & Guest Lectures
  F&B Curriculum Development
  Content Production & PR
  page 3 & 4

- CULINARY TOURISM STRATEGIES
  Our 7-Steps methodology is a holistic multi-stakeholder approach with partners in Agriculture, Tourism, and Hospitality

CONTACT

nico@hospitalityinhealth.com
Netherlands +31 6 1865 9696
Jordan +962 79 816 4303
hospitalityinhealth.com

HIH by Hospitality Perspectives Holding BV is registered under business number KVK 08156816 in the Netherlands

ABOUT HIH

Hospitality in Health (HIH) is a Dutch Sustainable Gastronomy Agency with a curated global network of conscientious Michelin chefs, sustainability advocates, and leading experts in agriculture, life sciences, regenerative hospitality, and responsible tourism.

We empower (aspiring) food destinations, tourism boards, tradeshow organizers, educators, luxury hotels, and leading F&B operators in the EMEA region through our specialized expertise in:

a) Sustainable Gastronomy
b) Culinary Tourism Strategies
c) Content & Education

HIH projects revolve around our four core values for Sustainable Gastronomy:

1) Health Cuisine
2) Environmental Stewardship
3) Responsible Innovation
4) Socioeconomic Impact

With over 25 years of experience in 7 countries, HIH founder **Nico Dingemans** has a background as a hotelier, recruiter, writer, speaker, special events organizer, and guest lecturer. Over the past 10 years, he collaborated with over 60 Michelin-starred chefs and sustainability experts from 12 countries who contributed to his culinary books, campaigns, chef collaborations, conferences, and food tours to promote sustainable gastronomy.

Prior to founding HIH, Nico served as a Hospitality Executive Search Consultant covering Europe and the Middle East. His operational expertise is rooted in Food & Beverage leadership roles with five-star hotels and resorts in Indonesia, Belgium, the USA, Egypt, the Netherlands, and Curaçao. He graduated from Stenden University of Applied Sciences in Hotel Management with a major in Training & Development in Organizations, and a specialization in Conference Management.

HIH PORTFOLIO

HIH EDUCATION

- Guest Lecturer for Basque Culinary Center Gastronomy Tourism Experience Design online class #7, December 2025
- Short projects with Luminus Technical University College in Amman:
  Camel Cuisine in Nov 2025
  Rediscovering Khubeizeh in Feb 2025
- Short project Sustainable Gastronomy Day at the Royal Academy of Culinary Arts in Amman, June 2023
- Keynote about a Sustainable Culinary Tourism curriculum for a 10-week Minor for Universities, and Culinary Academies, Hashemite University, May 2023
- Panel member in 2018 for international dual re-accreditation (NVAO, THE-ICE) for 2 of the 7 Dutch Hotel Management Programs. Nominated as industry expert by Saxion University of Applied Sciences
- Lecturer Good Food module integrated with Health Cuisine education at Saxion Hospitality Business School in the Netherlands, 3 modules in 2015 – 2017
- Health Cuisine lecturer at the Cas Spijkers Culinary Academy Twente. Featured by Food Reporter for innovation in education:
  - video class of 2015
  - video class of 2014

HIH EVENTS & CONFERENCES

JORDAN & CARIBBEAN

- Sustainable Gastronomy Day | educational dinner event | Amman, 18 June 2026
- Camel Cuisine – celebrating heritage & sustainability | Amman, 1 December 2025
- Ships of the Desert | 2-day event | FAO Year of Camelids | Wadi Rum, May 2024
- In Celebration of Summer | 4-day culinary tour with 3 Michelin chefs and 2 Food & Travel writers from The Netherlands, Germany, and Canada | Jordan, July 2023
- In Celebration of Spring | 4-day culinary tour with 3 Michelin chefs and 2 Food & Travel writers from the USA, The Netherlands, and Belgium | Jordan, May 2023
- In Celebration of Autumn 3-day culinary tour with 2 chefs and 1 tour operator from Canada and The Netherlands | 1st (of 3) Michelin-starred dinner in Jordan | Nov 2022
- In Celebration of Olive Oil | 7-week culinary campaign | Masterclasses, Farm Tours, Cooking Competition, and a Conference Dinner | Jordan, Nov 2021
- From Farm to Fork in Curaçao | fundraiser with Dutch Michelin Chef | Oct 2018

THE NETHERLANDS

- Horecava | The Future of Farming & Gastronomy 4-day tradeshow with 12 Dutch top chefs and 2* Michelin Chef Heinz Reitbauer #10 World's 50 Best | Amsterdam, 2018
- Horecava | From Farm to Fork 4-day event with 8 Michelin chefs | Amsterdam, 2017
- Hartelijk Horeca | From Farm to Fork demos with 8 regional top chefs | Hengelo, 2017
- Gastronomie | Health Cuisine conference with 3* Michelin chef Massimo Bottura ranked #1 by The World's 50 Best Restaurants in 2016 and 2018 | Utrecht, 2015
- Gastronomie | Health Cuisine 'East meets West' with 2 Michelin chefs | Utrecht, 2014

KEYNOTE SPEAKER & APPEARANCES

- 9th UN Tourism World Forum on Gastronomy Tourism | Bahrain — Nov 2024
- Tourism & Heritage Mgt. Conference | Hashemite University | Amman — May 2023
- TEDxAmsterdam Award Nominee | From Farm to Fork | Amsterdam — Nov 2017
- TEDxSaxion University OpenMic | Culinary Destinations | Enschede — Jun 2015
- Cyprus Health Services Promotion Board, Health Cuisine | Nicosia — Jan 2013
- GULFOOD Awards, Jury Member, Healthy Foods Category | Dubai — Feb 2012
- European Medical Travel Conference, Health Cuisine | Barcelona — Apr 2011

HIH ONLINE

- For education details please visit hospitalityinhealth.com/education
- For events & campaigns hospitalityinhealth.com/events
- For culinary tourism hospitalityinhealth.com/tourism
- For press & articles hospitalityinhealth.com/press
- For video productions hospitalityinhealth.com/videos
- For culinary books hospitalityinhealth.com/books

HIH PUBLICATIONS

1. Ancestral Superfoods from East to West Asia | Asia Sustainable Travel — May 2026
2. If I were Minister of Food & Beverage | The HOTEL Yearbook 2026 — Dec 2025
3. 7 Steps to Develop Sustainable Culinary Tourism | UN Tourism — Jun 2024
4. Proudly Local, Universal Values | guest column Jordan News — Nov 2023
5. Visit Jordan, Taste the Middle East | LinkedIn publication — Sep 2022
6. Healthy and Responsible Menus | Guidance for Chefs & Hoteliers — 2020
7. Van Bron tot Bord in Nederland | 3rd book with 12 Farm to Fork chefs — 2018
8. From Farm to Fork in the Netherlands | 2nd book with 24 Michelin chefs — 2017
9. Health, Tourism and Hospitality | guest author chapter 35 | Routledge — 2013
10. From Farm to Fork in Twente | 1st book with 4 (Michelin) chefs — 2012

- WHY
  Sustainable Gastronomy is becoming the minimum standard for the hospitality and tourism industries.

- WHY HIH
  HIH is highly recommended by clients and experts. We streamline the timely process of curation, multi-stakeholder management, and content creation.

- FOR WHO
  For (aspiring) food destinations and hospitality operators seeking expert guidance to standardize and optimize sustainable gastronomy.

- BY WHO
  We work with a global network of conscientious Michelin chefs, and leading experts in agriculture, sustainability, life sciences, regenerative hospitality, and responsible tourism.

- WHERE
  We offer our expertise in EMEA.

- WHAT
  HIH is retainable for:
  - Short term projects (1-4 weeks)
  - Medium term projects (1-6 months)

- HOW
  Three steps to get started:
  1. Intake to assess your objectives
  2. Receive a tailored value proposition
  3. Our partnership begins

SUSTAINABLE GASTRONOMY

1. FROM FARM TO FORK EVENTS

Design and delivery of campaigns and conferences, including culinary fam trips, cooking demonstrations, seminars, tastings, and From Farm to Fork Dinner events.

2. MICHELIN & LEADING CHEFS AGENCY

Programming of (Michelin) chef collaborations for luxury hotels and restaurants, and guest chef appearances for food festivals, summits, and trade shows.

3. RESPONSIBLE FOOD & BEVERAGE STRATEGIES

Strategy design, turn-around consultancy, and training for destinations, luxury hotels, and restaurants relating to HIH' four core values for sustainable gastronomy.

CONTENT & EDUCATION

4. SPEAKERSHIP & GUEST LECTURES

For tradeshows, conferences, and educators

5. F&B CURRICULUM DEVELOPMENT

For universities, hotel management schools, and culinary academies

6. CONTENT PRODUCTION & PR

Publishing of Culinary Books & Articles
Videography and Photography by our in-house crew
PR management of Food & Travel writers, influencers, and bloggers

CULINARY TOURISM

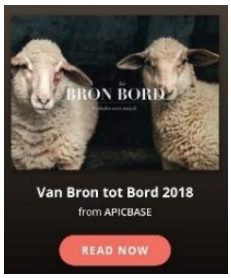
7. STRATEGY DEVELOPMENT FOR DESTINATIONS

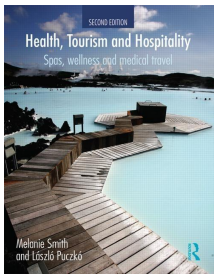
Our 7 Steps methodology builds the holistic value chain *From Farm to Fork* through private public partnerships in Agriculture, Tourism, and Hospitality. HIH presented "7 Steps to Develop Sustainable Culinary Tourism" in 2024 during the 9th UN Tourism World Forum for Gastronomy Tourism in Bahrain.

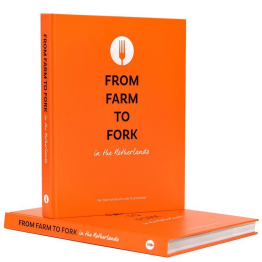
HIH PLAYLIST

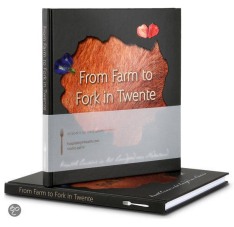
View our Playlist for an impression of our Culinary Conferences, Food Tours, Farm Visits, Health Cuisine Classes, and From Farm to Fork Dinners with local Top Chefs and Michelin Chefs from Italy, Austria, The Netherlands, USA, Canada, and Germany.

YouTube





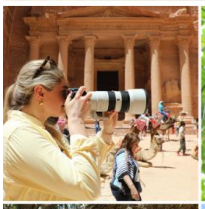


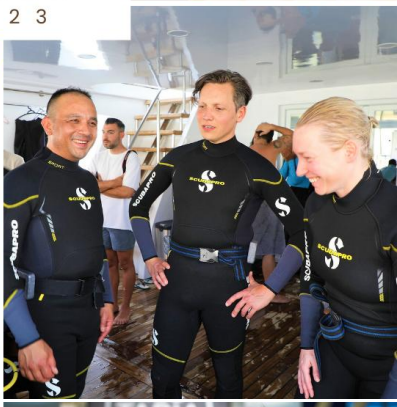


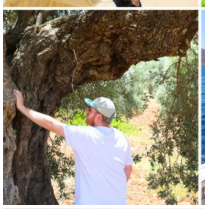
Hospitality in Health

AMMAN
2021 - 2023

AQABA
2023







CURAÇAO
2019

AMSTERDAM
2017 + 2018

ROTTERDAM
2017

UTRECHT
2014 + 2015