

## **FOLLOWING TASTE: HOW TO DEVELOP THE EDUCATIONAL AND COMMERCIAL POTENTIAL OF GASTRONOMY**

**2017-1-ES01-KA202-038227**

**Erasmus + Ka2 – EXCHANGE OF GOOD PRACTICES**

### **Context**

The Project will contribute to the ongoing discussion on the educational, cultural and business potential of gastronomy, by suggesting to act on education and training in order to supply the business and labour market with people having the necessary skills to satisfy the latest consumers' demands.

### **Objective**

Taking into account this context and assuming that gastronomy is the combination of knowledge, experience, art and craft, which provides a healthy and pleasurable eating experience, the aim of this project is to develop a discussion to share and exchange ideas on the definition of new educational and training pathways, which would supply participants with skills to:

1. Meet the requirements of consumers and help customers to truly "experience" what they are drinking/eating, by giving them a series of information on nutrition and taste education;
2. Favour the creation of partnerships or business networks among agricultural and/or agri-food enterprises on the one hand and hospitality/touristic companies and public administrations on the other hand, in order to make the local gastronomic heritage a key element of the "place branding" of a specific area;
3. Sponsor local gastronomy during cultural, educational, promotional events, especially through digital and web-based tools, outlining its healthy and nutritional properties and the quality of its preparation, production and transformation processes, and describing the deep connection between the gastronomic heritage and the traditions, culture and history of a place.

### **Target**

- o companies in the restaurant, agri-food and hospitality sectors
- o people interested in acquiring skills in these areas

### **Activities**

To achieve its aims, the proposal is going to:

- 1) detect the needs manifested by the EU labour market in order to respond to the above-mentioned trends, through a detailed context analysis and the detection of good practices;
- 2) translate the job market needs into specific skills requirements;
- 3) propose how these skills may be included in IVET and/or CVET courses.

## Impact

In the short term, be able to increase - above all at local and regional level, thanks to the dissemination activities and the extensive network of partner relationships - awareness of the needs identified, the need to find solutions and the potential of the proposed solution with the present project.

In the long term, as the goal is to formulate **training proposals** that can be shared at European level and which are able to develop the educational, cultural and commercial potential of the gastronomic heritage of a territory, the project could positively contribute to the achievement of important European priorities

## Final Results

- Recognizing the occupational needs expressed by the European territory in relation to the above trends, through an analysis of the context and above all of the good practices that have already emerged;
- Translate these needs into specific professional skills;
- Integrate these skills into initial and / or continuous training paths

## Partners

[CECE](#) (ES)

[ENAIPI VENETO I.S.](#) (IT)

[UNINDUSTRIA SERVIZI E FORMAZIONE TREVISO E PORDENONE](#) (IT)

[ACADÉMIE NATIONALE DE CUISINE](#) (FR)

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[FEDERACIÓN ESPAÑOLA DE HOSTELERÍA \(FEHR\)](#) (ES)

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