

Entrepreneurship and Gastronomy tourism (ProEnGaT)

GENERAL INFORMATION

Proengat is project funded by Erasmus + program key action 2 (KA2) cooperation among organisations and institutions/ partnerships for cooperation: higher education

Beginning: 1.6.2023.

BACKGROUND

In recent years, the idea of organising holiday packages with a focus on gastronomy and local cuisines has grown considerably and has become one of the most dynamic and creative areas of the hospitality industry. Relevant stakeholders are aware of the importance of gastronomy in order to diversify tourism and stimulate local, regional and national economic development. Furthermore, the promotion and adoption of a healthier diet and lifestyle in a fast-paced modern society includes in its discourse ethical and sustainable values based on the territory, local culture, local products, and authenticity, which is something it has in common with current trends of cultural consumption.

Against this background, gastronomy tourism has gained increasing attention over the past years. With food so deeply connected to its origin, this focus allows destinations to market themselves as truly unique. This is especially important for rural communities, many of which have struggled in the face of rapid urbanization and shift away from traditional economic sectors. Tourism, particularly gastronomy tourism, allows these communities to generate income and employment opportunities locally, providing jobs for vineyard tour guides or local chefs, while fuelling other sectors of the local economy such as agriculture and local products cooperatives.

AIMS

In response to these needs the “Entrepreneurship and Gastronomy tourism - EnGaT” project aims to create a network in partner countries and develop activities aiming to:

- (a) Raise awareness of the importance of gastronomy and local food cultures among key stakeholders (civil society, public authorities, enterprises and knowledge institutions);
- (b) Strengthen and diversify local food networks;
- (c) provide a stimulus to link food, hospitality, tourism, culture, health and sustainability to support economic, cultural, social and environmental development;
- (d) Develop training material for the promotion of the Mediterranean cuisine as a means of health and wellbeing;
- (e) Create a training programme for young nutritionists, dietitians, chefs and hospitality professionals on the principles of the Mediterranean diet and on entrepreneurial skills so that they can apply their culinary skills and knowledge in their own business;
- (f) Combat seasonal unemployment and increase youth employment in an ever developing sector;
- (g) Use food as a means of cultural link among people from different parts of Europe;
- (h) Create more opportunities for youth in education and employment

FINAL GOAL

More specifically, the project will exchange good practice examples among participating institutions on training and activities that promote nutrition management and gastronomy tourism and will develop training courses for young graduates of nutrition, dietetics and culinary related professions or young unemployed seeking to enter the gastro-tourism job market in partner regions. Particular attention will be given to the participation of socially vulnerable groups such as long term unemployed youth, young migrants and refugees, people with limited access to the job market due to geographical or social barriers, people with kinetic problems, drug or alcohol users, early school leavers.

OUTPUT

- EnGaT network
- Creation of training material:
- Training sessions
- Mobility activities

UNISG TEAM

- Dr. Michele F. Fontefrancesco, PI
- Prof. Paolo Corvo

UNISG IN PROENGAT

UNISG is involved mostly in the following tasks:

- Research and collection of good practices from companies/people promoting Gastronomy.
- The UNISG team will lead the research and collection of good practices from companies/people promoting Gastronomy Tourism and following the principles of the Mediterranean diet in participating countries.
- Curriculum development.
- The UNISG will develop a training curriculum on culinary skills and Mediterranean cuisine that will focus on:
 - Procedures to start a business relative to the field of Hospitality and Gastronomy, from production to final offer and services (with emphasis on Social enterprises)
 - Human resources management
 - Publicity and marketing using technology
 - Financial aspects (taxation, national insurance contributions etc.)
 - Available grants- where to search for grants available in the field



Erasmus+



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