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Welcome to the 3rd
Newsletter dedicated to
our 5-Day Transnational
Pilot Training in
Salamanca, Spain!!

This edition highlights our
recent training course,
where 19 trainers, small
food producers and tourism
providers gathered in
Salamanca to explore
innovative ways to enhance
local gastronomic offerings.



Hosted by the University of Salamanca,
Faculty of Economy, this pilot training covered
our **ten interactive modules!**

During the course, participants experienced a
mix of presentations, on-site visits, interactive
discussions, and learning activities.



Interactive discussions, and learning activities on agritourism

This transnational pilot training also prepared trainers for the four national pilot sessions scheduled to take place in January in our countries.

Stay tuned for opportunities to participate in these training sessions near you!



Participants actively worked together in groups, testing the learning activities provided in each module of the course, focused on practical topics to enhance their businesses in gastronomic tourism.

They engaged in interactive discussions, shared experiences from the gastronomy and tourism sectors, and developed actionable strategies to effectively market their offerings and improve the tourist experience.



Discovering tradition and innovation:
CultourGastronomy's visit to Quesería La Antigua



The CultourGastronomy team visited Quesería La Antigua in Fuentesauco, where they toured the cheese factory, observed the production process, and enjoyed a tasting. They discovered how La Antigua supports rural life and local farmers while combining tradition with new technology—a perfect blend of flavor and innovation! See more: <https://queserialaantigua.com/>

CultourGastronomy was at La Hoja del Carrasco to explore the Art of Jamón Ibérico



At La Hoja del Carrasco, the team explored the heritage of Iberian ham production dating back to 1896. The visit featured a tour of the factory, insights into traditional methods, and a tasting of their finest Jamón ibérico, a true taste of Spain's culinary heritage.

Learn more on:

<https://lahojadelcarrasco.com/>

What they said about
the transnational
training!



Despina Lola, Oenologist, Greece *"I enjoyed the training in Salamanca to the fullest! I returned with new skills and creative ideas regarding sustainable and communication policies of a business and I can't wait to implement it in our winery!"*

Alfonso Cobo, Gastronomy Expert, Spain *"Being a trainer at the Transnational training in Salamanca has been deeply enriching. This course strengthened my contact network and skills. The insights gained here will be invaluable for adding greater value to future training sessions."*

Marina Berhault, Trainer, France *"The piloting enabled me to test and fine-tune the proposed activities and contents (...). I'm delighted that this training course has been able to nurture new sustainable initiatives. "*

Malvaylo Yordanov, owner of family dairy Rhodopa Milk & Dairy Inn hotel, Bulgaria *"I met wonderful people, great professionals and like-minded fellows. I am even happier that I am part of the project now and I will keep a close eye on all that they develop."*

Themis Semertzidis, Chef, Greece *"It was a wonderful and very informative seminar with perfect organization! I met wonderful people and I thank them all very much!!!!"*