



Ayuntamiento de
Medina del Campo



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WINE TOURISM FOR THE ACTIVATION OF RURAL EMPLOYMENT

Medina del Campo leads a new European project for the professionalization of the sector

On the 22nd of January the European project, co-financed by the Erasmus Plus programme, "In Vino Expertise", focused on wine tourism as a work option and rural development, began. This ambitious project has the participation of six partners: Medina del Campo City Council (project coordinator through the Escuela Superior de Enoturismo de Castilla y León) and Asociación DESES-3 from Spain, Forcoop Cora Venezia from Italy, AEA- Associação Empresarial de Amarante from Portugal, Iter Vitis from France and Axion Academy from Slovenia. All of them are characterized by an important presence of the wine sector in their territories and, therefore, are determined to generate a great impact on the sector.

In Vino Expertise wants to support the training of unemployed adults in the field of wine tourism in areas specially equipped with wine tourism resources and with a transnational focus on the treatment of the cultural heritage of European products such as wine. The main objective of the project is to achieve two results in which unemployed people (direct target group) and companies (indirect group) can achieve a meeting point through their mutual needs. In this way, the natural, cultural and historical heritage of wine is boosted, while it is enriched with the wine tourism sector peculiarities of the various countries participating in the project



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Iter Vitis
Les chemins de la vigne

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This attempt to restore relevance to rural tourism through wine tourism assumes unique importance in this particular historical moment: the consortium of project partners aims to create a training whose design is based on the involvement of unemployed adults and wine tourism entrepreneurs so that they are not just consumers of the final product. It will follow the development of a European network in the specific field of wine tourism, in order to generate a virtual meeting place between newly trained unemployed and companies in search of professional figures linked to the sector, thus generating jobs that can rehabilitate the tourism sector in rural areas.

As part of the first phase of the project, the consortium of partners is disseminating a survey among companies active in wine tourism, in order to collect information about those skills, knowledge, and attitudes that their professionals should have when it comes to being hired. At the same time, data will be collected on the learning needs of unemployed adults in order to carry out ad hoc training with real employment opportunities after the completion of the course to be carried out.

All partners are committed to the project, whose greatest impact will be reflected not only in their daily work, but also in an incredible opportunity for people who want to start over, at such a difficult time for tourism and hospitality.

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