**Open Call: Enogastro Tourism Training Programme Participation**

Are you a **HORECA professional**, **winery representative**, or **tour operator** passionate about elevating your offer through food, wine, and authentic regional experiences?

We invite you to take part in a **specialized training programme** designed to strengthen your skills in **Eno-gastro tourism development**. This unique opportunity will guide you in designing **individual and joint tourism products** that celebrate our **regional culinary and wine heritage** while promoting **sustainable tourism practices**.

**Programme Dates & Details:**

* Total: 9 online lectures
* Frequency: twice per week after working hours
* Delivery timeline: middle of August & September 2025
* Duration: 3 hours per lecture
* International and Regional Experts (see Eno-Gastro Tourism Programme for more details)
* In-person networking event for all participants in Skopje, North Macedonia on October 4th, 2025 (see Eno-Gastro Tourism Programme for more details)

**What You’ll Gain:**

Through a comprehensive, hands-on curriculum, participants will:

* Understand current trends including the growing demand for authentic, local, and sustainable experiences.
* Learn how to **identify and leverage local wine and food heritage** to design meaningful visitor experiences.
* Gain skills to create **joint offers**, build **cross-sector partnerships**, and co create compelling visitor journeys.
* Apply sustainable practices and innovation in tourism services and operations.
* Use storytelling, digital tools, and promotional strategies to enhance visibility and customer engagement.
* Improve service quality through standards in wine/food service, customer care, and certifications.
* Explore funding sources and strategies for scaling and regional cooperation.
* Collaborate in workshops to co-create offers and a joint regional action plan.
* A certificate of completion of the training program delivered at the Networking event on October 4th, 2025 in Skopje, North Macedonia

**Who Should Apply:**

* **Hospitality professionals** (hotels, restaurants, catering)
* **Representatives of wineries and wine tourism services**
* **Tour operators interested in expanding their offer with eno-gastro elements**

Preference will be given to applicants who demonstrate the capacity to:

* **Disseminate the ideas and concepts learned** within their teams, networks, or communities
* **Apply the acquired knowledge in practice** through concrete activities or product development following the training

The training program is designed with a limited number of participants in mind, i.e. max. 20-25. The training program will accept participants from every Balkan country, especially those in the six Western Balkan countries. As the goal of the training program is to have as much representation as possible, participants will be picked using the FIFO method by country.

Join a growing community of professionals committed to building a stronger, more connected, and sustainable tourism future!

To express your interest or learn more, please contact us at: [contact@wom.mk](mailto:contact@wom.mk) or the following registration link: [**https://forms.gle/QEom8GuLZL8s5P6u9**](https://forms.gle/QEom8GuLZL8s5P6u9)

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**Enogastro Tourism Training Programme**

**Module Outline**

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| **Fostering Eno Gastro tourism in Western Balkan region** | | |
| Days |  | **Curriculum Modules** |
| 1 | **Fostering Eno gastro tourism** | Introduction - the need for development of joint touristic offers |
| Market trends: Global demand for authentic, sustainable experiences |
| Introduction to Eno-Gastro Tourism |
| 2 | **Product development** | Regional Gastronomic & Wine Heritage as a base for Product development and Experience design |
| Individual offers for wineries, HORECA, Tour operators, |
| Joint offers collaborative packages, cross sector partnerships and interaction with local producers - DMO |
| 3 | Sustainability and innovation - sustainable integration- organic practices, zero waste |
| Regional Gastronomic heritage |
| Regional Wine heritage |
| 4 | **Stakeholder Collaboration & Networking** | Partnerships, Negotiation frameworks, commission structures, exclusivity clauses etc. |
| 5 | **Marketing & Digital Promotion** | Storytelling techniques, heritage, traditions, terroir. |
| Joint promotion- Co-branded events, festivals, and influencer collaborations |
| 6 | Digital tools-campaigns, virtual tastings, booking platforms |
| Customer experience: Feedback systems and complaint resolution |
| 7 | **Quality Standards & Operational Excellence** | Service protocols: Wine serving temperatures, food pairing principles, and cultural sensitivity |
| Certifications: Hygiene (HACCP), sustainability (ISO 14001), and wine tourism standards |
| 8 | **Funding, Policy & Scalability** | Funding sources (ex. IPARD, crowdfunding, private investors) |
| Scaling strategies: Modular replication, regional knowledge sharing platform, regional communication platform |
| 9 | **Wrap up and next steps** | workshop - joint work and development of products and further actions - preparing joint action plan |
| 10 | **In-person Networking Event in Skopje, North Macedonia - October 4th, 2025** | Strengthening partnerships and collaboration between participants of the programme, co-developed project ideas, and roadmap for future cooperation |

Lecturers of the training programme: [Tatjana Boshkov](https://scholar.ugd.edu.mk/finance/%D0%BF%D1%80%D0%BE%D1%84%D0%B5%D1%81%D0%BE%D1%80-%D0%B4-%D1%80-%D1%82%D0%B0%D1%82%D1%98%D0%B0%D0%BD%D0%B0-%D0%B1%D0%BE%D1%88%D0%BA%D0%BE%D0%B2), [Vanja Pushkar](https://newbalkancuisine.com/en/vanja/), [Vlatko Sulev](https://www.linkedin.com/in/vlatkosulev/), [Ilijana Petrovska.](https://www.linkedin.com/in/ilijana5rovska/)...

More to be announced soon.