



What is BACCHUS SME ?

BACCHUS SME is a European project launched within the framework of the Erasmus+ programme dealing with vocational education and training.

BACCHUS SME project proposes to develop professional touristic skills in the wine tourism sector. To do so, the European partnership will work together until December 2018.

BACCHUS SME project intends to improve the quality of the services promoted by the small and medium enterprises in the wine tourism industry). The project will develop an analytical tool for organizational diagnosis for the entrepreneurs.

It will support the SMEs in defining their training needs and in elaborating their quality improvement plans. The tool will also facilitate the organizational development of wine tourism SMEs in the viticulture regions of the partnership.

BACCHUS SME 2nd newsletter!

Project partners had a third steering committee meeting on May 8th and 9th 2017 in Plovdiv, Bulgaria.

During this meeting they discussed about the results of IO1 (survey results analysis on wine SMEs Organisational Development) and IO2 (survey results analysis on Wine Tourism Sector. They also prepared work for IO3 (Learning Package and Diagnosis Tool).

After analysing all the presented data (IO1 and IO2 results), partners did a brainstorming session in order to plan the format and contents of the training modules to be developed. They agreed on the following topics :

- wine tourism as wine business opportunities;
- good models for innovation and how it is connected to entrepreneurial strategy;
- analysis between global and local tourism attractors;
- foreign languages;
- communication and cooperation techniques;
- wine tourism marketing;
- ICT applied to wine tourism and digital marketing;
- wine and heritage;
- matching wines and food.

Based on the specific needs identified in the research phases, the partnership will develop a diagnosis tool and an innovative blended training course that includes distance learning and face-to-face classes. The course will be tested with several representatives of the wine tourism SMEs. Afterwards, it will be available online on BACCHUS SME project platform.



The PARTNERSHIP

BACCHUS SME consortium is composed of six organisations, namely:

- **CDE Petra Patrimonia**, France
Cooperative for employment
www.cde-petrapatrimonia.com

- **AidLearn**, Portugal
Human Resources Consulting
Company www.aidlearn.pt

- **MERIG**, Austria
Multidisciplinary European
Research Institute Graz.
www.merig.org

- **Molise verso il 2000 srl**, Italy
Local development agency
www.moliseversoil2000.it

- **Universidad de Salamanca**, Spain
University www.usal.es

- **DAKOM**, Bulgaria
Private Consulting Company
<http://dakom.itstart.bg>



The design and development of the training modules will be undertaken by either one partner or pairs of partners. Note that modules will be assessed by an external evaluator who will ensure outcomes quality.

Save the dates!

On **June 28th and 29th 2017**, CDE Petra Patrimonia will take part in "**Journées Var Europe**", event organized by Var Council to promote European projects in **Provence-Alps Cote d'Azur region**. BACCHUS SME project will be presented during an information workshop dedicated to ERASMUS+ projects

During BACCHUS SME **4th steering committee meeting** in **Lisbon**, on **November 16th and 17th 2017**, the partnership will agree on the final version of the training modules (IO3) and will start implementing BACCHUS SME Platform (IO4). The latter will include the project organisational diagnosis tool, curricula and training programmes designed for wine tourism entrepreneur, promoter and staff.

For more information about the project progress :

Join us on FACEBOOK:
<https://www.facebook.com/BacchusSME/>

Come and visit our project website : <http://www.bacchus-sme.eu/>

You are interested in reading the full reports on IO1 and IO2 ?
You can find them both on our website within the outputs section.



Erasmus+

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