

ERASMUS+ PROJECT (2023-2-HU01-KA210-VET-000177733)

Title:

„Promoting regional agriculture and hospitality as complementary and mutually supportive sectors for vocational students and trainers”

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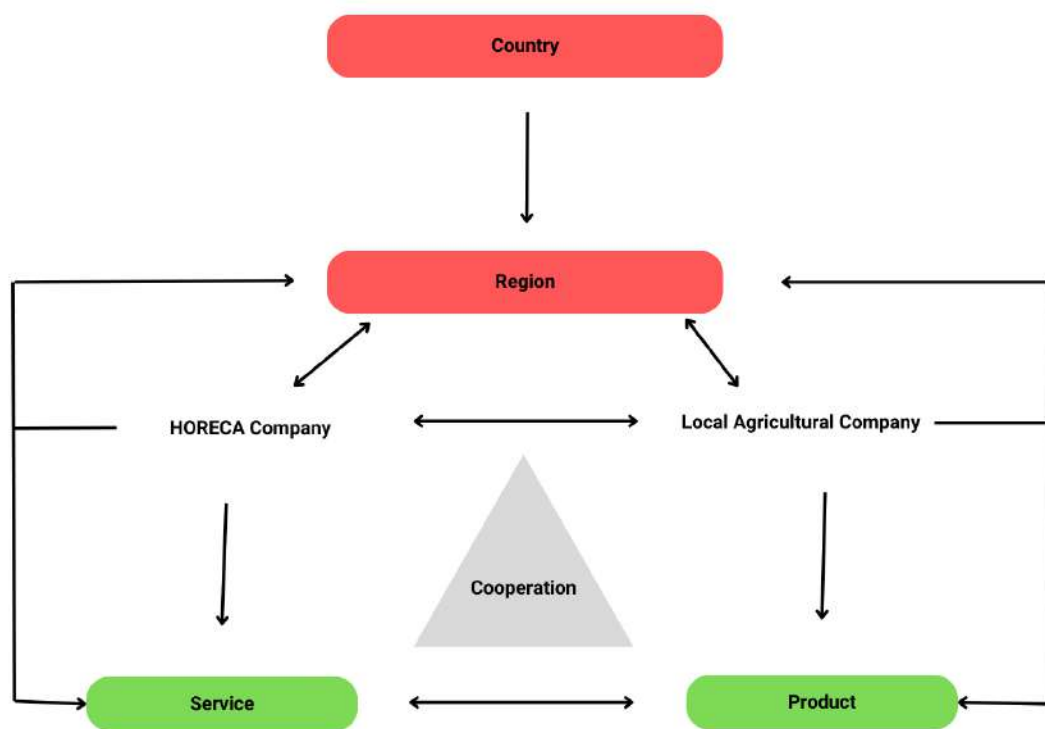


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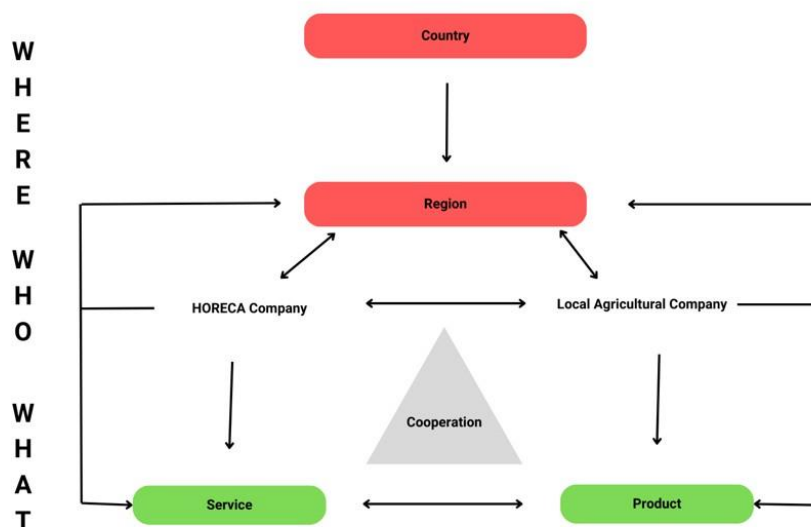
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Collaboration flowchart



The cooperation is based on regional/local collaboration and mutual promotion. The regional economy has many stakeholders (producers, retailers, various types of businesses, consumers, institutions), but in this project work, we are focusing only on the cooperation between the following two stakeholders:

- local hospitality businesses
- local producers

The local producer can deliver their products to the consumer in two ways: directly through direct sales or indirectly through a hospitality business or a retailer—the latter is not the focus of this project. Through the services of the hospitality business, the guest can get to know the agricultural producer's products either in processed or direct form. By promoting the products and services, we contribute to promotion of the region/area—or vice versa:

The symbol of Tuscany, a region in Italy, is the cypress tree. This symbol often appears on many Tuscan products to create a strong association between the product and the region in people's minds. In this way, Tuscany's marketing strategy can support the promotion and sale of both agricultural products and hospitality services. By promoting the quality of the products and services, the prestige of the region itself can also be elevated. This represents a mutually beneficial cooperation.

