

FUAB TURISME – University of Maribor

**"Tasting Trails": Intensive Program on Cultural Heritage, Food & Wine Tourism Design
Spring 2025 - Slovenia**

Codi:

2023-1-SI01-KA131-HED-000138596-11

Tasting Trails is an innovative blended learning program focused on cultural heritage tourism, designed to transform students into expert experience designers and tour guides. The program combines a comprehensive 4-week online preparation with an intensive 6-day on-site mobility, creating a holistic educational journey in cultural and culinary tourism.

The online phase prepares participants through specialized modules covering key aspects of tourism experience design. Students explore topics like experience design principles, social media storytelling, narrative construction, tour guiding techniques, and sustainable tourism strategies. Each week features two 2-hour sessions led by specialized instructors, ensuring a deep and multifaceted learning approach.

The program's physical mobility intensive takes place over six dynamic days, offering hands-on learning experiences in Slovenia. Participants engage in workshops, site explorations, storytelling sessions, culinary heritage visits, and practical tour development activities. Highlights include exploring historic sites like Grad Brežice, experiencing local breweries, practicing tour guiding skills, and developing group projects.

By the end of the program, participants gain six core competencies: advanced experience design skills, storytelling techniques, digital marketing strategies, sustainable tourism principles, professional tour guiding capabilities, and expertise in creating culinary and wine experiences. The program concludes with a two-week post-mobility evaluation, allowing students to refine their projects, receive feedback, and prepare for future career opportunities in cultural tourism.

Important dates:

Physical mobility: 17.3.2025 – 22.3.2025 – week 12

Online sessions: Starting from February 17th, 2025, onwards.