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# **Territorially based gastronomic products. New opportunities for experiential tourism**

Blended Intensive Programme (BIP)

Seville

Virtual Part: 9/12/2025 to 12/12/2025

Physical Part: 19/01/26 to 23/01/26



# Territorially based gastronomic products. New opportunities for experiential tourism

**Beneficiary Module BIP code:** 2024-1-ES01-KA131-HED-000219547-5

## Summary of Information:

|   |  |
|---|--|
| <b>In which city is the BIP located?</b>  | Seville, Spain   |
| <b>Name of the hosting university?</b>  | University of Seville  |
| <b>Name of the coordinating university?</b>   | University of Seville  |
| <b>Ulysseus BIP topics?</b>   | <input type="checkbox"/> Entrepreneurship<br><input type="checkbox"/> Equality, Diversity & Inclusion<br><input type="checkbox"/> Citizen Engagement   |
| <b>ISCED code, according to the list in annex 1</b>   | 0300; 0310; 0311; 0314; 0319; 0400; 0411; 0413; 0417; 0419; 0520; 0521; 0610; 0619; 0800; 1000; 1013; 1015; 1041.  |
| <b>Amount of ECTS:</b>  | 3 ECTS   |
| <b>Expected participants (students, staff or the two ones) and the expected study level for students:</b>                               | Students:<br>- Bachelor<br>- Master<br>- PhD   |
| <b>- Maximum number of desired Erasmus BIP participants (granted or zero granted) and precise if non BIP participants, can be added</b> | 22 BIP participants (3-4 per university).<br>5 for non-BIP participants for the University of Montenegro and local participation.<br><br><u>Numbers may vary depending on the possibility of each university to send participants.</u> |
| <b>Start/End dates of the virtual component:</b>  | From 9/12/2025 to 12/12/2025   |

|   |   |
|---|---|
| <b>Start/End dates of the physical component:</b>   | From 19/01/2026 to 23/01/2026   |
| <b>(Expected) Workload):</b>  | 80 hours  |
| <b>Language and level required:</b>   | Minimum English B2  |
| <b>Available funding:</b>   | <i>Consult your home university regarding available funding options</i>   |
| <b>Hosting university's registration deadline to receiving (the participant list) or (the signed Erasmus mobility agreement):</b> | 31/10/2025<br>(Later applications can be accepted only with the approval of the BIP organisers. Please consider the dates of your home institution in case you need a mobility agreement) |
| <b>Application Details:</b>   | Please contact your Ulysseus Local Mobility Officers in this table below. Feel free to reach out to them with any questions. They will manage the selection process internally.           |
| <b>Contact details of Ulysseus Local Mobility Officers:</b>   |   |
| <b>University of Seville:</b>   | <a href="mailto:mobilityulysseus@us.es">mobilityulysseus@us.es</a>  |
| <b>Université Côte d'Azur:</b>  | <a href="mailto:mobility-ulysseus@univ-cotedazur.fr">mobility-ulysseus@univ-cotedazur.fr</a>  |
| <b>University of Genoa:</b>   | <a href="mailto:giulia.colletti@unige.it">giulia.colletti@unige.it</a>  |
| <b>Technical University of Kosice:</b>  | <a href="mailto:natalia.vaskova@tuke.sk">natalia.vaskova@tuke.sk</a>  |
| <b>MCI The Entrepreneurial School®:</b>   | <a href="mailto:mobilityofficer.ulysseus@mci.edu">mobilityofficer.ulysseus@mci.edu</a>  |
| <b>Haaga-Helia University of Applied Sciences:</b>  | <a href="mailto:mobilityulysseus@haaga-helia.fi">mobilityulysseus@haaga-helia.fi</a>  |
| <b>University of Münster:</b>   | <a href="mailto:mobilityulysseus@uni-muenster.de">mobilityulysseus@uni-muenster.de</a>  |
| <b>University of Montenegro:</b>  | <a href="mailto:ulysseusmobility@ucg.ac.me">ulysseusmobility@ucg.ac.me</a>  |

## General Course Information



### Organised by university:

- University of Seville - Andalusian Institute of Tourism Research and Innovation (IATUR)-Sevilla-España
- Haaga-Helia University of Applied Sciences - Helsinki- Finlandia.
- University of Genova – Genova- Italia

### Course Description:

This course is aimed at anyone interested in exploring the relationship between territorial identity and gastronomy through a multidisciplinary approach in the search for new opportunities in experiential tourism.

#### ● Ulysseus Priority topics:

- Entrepreneurship.
- Equality Diversity & Inclusion.
- Citizen Engagement.

- **Target group:**
  - Students
- **Level (for students):**
  - Bachelor
  - Master
  - PhD
- **Field of study and ISCED code(s) for a BIP for students using the ISCED code list in annex:**
  - 0300- Social sciences, journalism and information not further defined
  - 0310- Social and behavioural studies not further defined
  - 0311- Economics
  - 0314- Sociology and cultural studies
  - 0319- Social and behavioural sciences not elsewhere classified
  - 0400- Business, administration and law not further defined
  - 0411- Accounting and taxation
  - 0413- Management and administration
  - 0417-Work skills
  - 0419- Business and administration not elsewhere classified
  - 0520 Environment not further defined
  - 0521 Environmental sciences
  - 0610- Information and Communication Technologies (ICTs) not further defined
  - 0619- Information and Communication Technologies (ICTs) not elsewhere classified
  - 0800 - Agriculture, forestry, fisheries and veterinary not further defined
  - 1000- Services not further defined
  - 1013- Hotel, restaurants and catering
  - 1015 - Travel, tourism and leisure
  - 1041 -Transport services

- **Course dates:**

- **Physical component:** 09/ 12/ 25 to 12/ 12/ 25
- **Virtual component:** 19/ 01/ 26 to 23/01/ 26

- **Registration dates:** from **10/ 07/ 25** to **31/10/25**

*Please be aware that your home university may set a different application deadline depending on their internal selection process (around 2-3 months).*

## Course Content

- **Course Outline:**

The course will combine theoretical and practical learning. Academic lectures will be delivered by faculty members and external professionals with expertise in gastronomic tourism and food technology. These will be complemented by guided visits to public institutions, associations, cooperatives, and private companies.

Students will work in international teams and engage in collaborative assignments. Peer feedback will also be incorporated as part of the learning process.

**Assessment will include:**

- A group written report, to be submitted before the start of the on-site component.
- A group case study/presentation, to be developed during the on-site week and presented at the end of the programme.

**Planned Activities:**

The programme includes a wide range of academic and experiential learning activities, both during the virtual and on-site phases:

- Lectures and Workshops: Interactive sessions on oleotourism, enotourism, and mycotourism, including contributions from technology professionals and local producers.
- Educational and Cultural Visits: Tours of Seville's historic landmarks, focusing on the intersection between cultural heritage and gastronomy.

- Field Trip to Jerez de la Frontera: A full-day excursion to Jerez, where students will visit emblematic local producers of high-value gastronomic products. The experience will highlight the role of these businesses in shaping the territorial identity and economic development of the region, with a focus on sustainability, PDO/PGI certification, and innovation in agro-food tourism.
- Group Project: Students will work on a real or simulated case related to agro-food tourism (e.g., an olive oil or wine route) and develop strategies for its sustainable development.

● **Course content:**

The BIP will explore the relationship between territorial identity and gastronomy through a multidisciplinary approach, combining academic lectures, fieldwork, and hands-on activities. The course will focus on the following core topics:

- Exploring local knowledge and traditions: methods for documenting and preserving culinary heritage through oral history and local practices.
- Gastronomic tourism as a means to preserve, adapt, and promote local food heritage in both local and global markets.
- The role of Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) in territorial branding and tourism development.
- Development and promotion of niche gastronomic experiences, including wine tourism, olive oil tourism, and mycotourism.
- Tools and methodologies for the valorization of locally-based gastronomy in tourism contexts.
- Production and marketing processes at the regional and international level.
- Best practices of small local producers, including the use of technology for networking, promotion, and revenue generation.
- Internationalization strategies and positioning of local producers in global markets.
- Unique practices of large producers of territorially-based products.



- **Learning Outcomes:**

Following this course, students will be able to:

- Identify and apply methods for the documentation, preservation and enhancement of gastronomic heritage.
- Design actions and create networks for the development, promotion and generation of revenue from gastronomic tourism experiences.

## Physical Mobility

|                                   | Morning   | Afternoon  |
|-----------------------------------|---|--|
| <b>Day 1</b><br><b>19/01/2026</b> | Arrival and Welcome Coffee<br>Opening Session<br>Frontal lecture- "Local knowledge and traditions in Andalusian gastronomy" | Field Trips.<br><br>Cultural Visit   |
| <b>Day 2</b><br><b>20/01/2026</b> | Workshop: "Introduction to Digital Tools for Mapping and Storytelling"  | Teamwork - developing the projects:<br>"Designing a Gastronomic Tourism Experience"<br><br>Flamenco Show |
| <b>Day 3</b><br><b>21/01/2026</b> | Full-Day Field Trip: Jerez de la Frontera   |  |
| <b>Day 4</b><br><b>22/01/2026</b> | Workshop: "Revenue management: good practices in restaurants and related businesses".                                       | Project Development: "Designing a Gastronomic Tourism Experience"<br>FAREWELL DINNER                     |
| <b>Day 5</b><br><b>23/01/2026</b> | Final Presentations<br>Closing Session<br>End of on-site activities   |  |



## Virtual Component/Part

| Day      | Activity              | Topic  |
|----------|-----------------------|--|
| 9/12/25  | e-presentation        | Welcome, introduction of the academic staff, and formation of student groups   |
|          | e-learning            | Local knowledge and traditions   |
|          | e-learning            | Gastronomic heritage and territorially based products  |
| 10/12/25 | e-learning            | Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) in territorial branding and tourism  |
|          | e-learning            | Multisensory experience through food products and relation with tourism.<br>Leveraging emerging technologies for positioning, selling, and analysing consumer perception of gastronomic and tourism products |
| 11/12/25 | e-learning            | Introduction to Digital Tools for Mapping and Storytelling   |
|          | e-learning            | Revenue Management: from concepts to implementation. Enhancing revenue generation in restaurants through diverse gastronomic activities  |
| 12/12/25 | Tutorial<br>e-session | Discussion-Group Project Activity-Task: "Designing a Gastronomic Tourism Experience: From Local Flavor to Tourist Experience: Group Challenge"   |

## Requirements

Bachelor / Master / PhD students on Social Sciences, Journalism and Information; Business, Administration and Law; Natural Sciences, Mathematics and Statistics; Information and Communication Technologies; Agriculture, Forestry, Fisheries and Veterinary; and Services. Fields of study falling under the following ISCED codes: 0300; 0310; 0311; 0314; 0319; 0400; 0411; 0413; 0417; 0419; 0520; 0521; 0610; 0619; 0800; 1000; 1013; 1015; 1041.

## Application Process

The deadline for the reception of applications is approximately one month before the start of the mobility. Later applications can be accepted only with the approval of the BIP organisers. Please consider the dates of your home institution in case you need a mobility agreement.

22 Erasmus+ BIP participants and 3 non-BIP participants from the University of Montenegro, not including lecturers, expert guests, local participants, etc. (2-3 slots per Ulysseus university including Montenegro). Also 2-3 slots for local participation.

**Numbers may vary depending on the possibility of each university to send participants.**

## Professors

- Reyes González Relano - University of Seville - *Instituto Andaluz de Investigación e Innovación en Turismo (IATUR)* [rgrelano@us.es](mailto:rgrelano@us.es)
- Esther Chávez Miranda- University of Seville - *Instituto Andaluz de Investigación e Innovación en Turismo (IATUR)*. *Director of Hotel Revenue Management Diploma* [esther@us.es](mailto:esther@us.es)
- Juan Luis Blanco Guzman- University of Seville - *Instituto Andaluz de Investigación e Innovación en Turismo (IATUR)* [jbguzman@us.es](mailto:jbguzman@us.es)

- Vicente Casales - University of Seville - *Instituto Andaluz de Investigación e Innovación en Turismo (IATUR)* [vcasales@us.es](mailto:vcasales@us.es)
- Stefania Mangano- University of Genova [stefania.mangano@unige.it](mailto:stefania.mangano@unige.it)
- Daniela Ambrosino- University of Genova [daniela.ambrosino@unige.it](mailto:daniela.ambrosino@unige.it)
- Leonardo Porcelloni - University of Genova  
[LEONARDO.PORCELLONI@edu.unige.it](mailto:LEONARDO.PORCELLONI@edu.unige.it)
- Sini Garam - Haaga-Helia University of Applied Sciences [Sini.Garam@haaga-helia.fi](mailto:Sini.Garam@haaga-helia.fi)
- Opri Laamanen - Haaga-Helia University of Applied Sciences  
[Opri.Laamanen@haaga-helia.fi](mailto:Opri.Laamanen@haaga-helia.fi)
- Marja Paajanen - Haaga-Helia University of Applied Sciences  
[Marja.Paajanen@haaga-helia.fi](mailto:Marja.Paajanen@haaga-helia.fi)

## Contact:

- Reyes González Relano - University of Seville - *Instituto Andaluz de Investigación e Innovación en Turismo (IATUR)* [rgrelano@us.es](mailto:rgrelano@us.es)



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## Annex 1: ISCED CODES

| Broad field   | Narrow field   | Detailed field  |
|---|--|---|
| <b>00<br/>Generic<br/>programmes and<br/>qualifications</b> | 000 Generic programmes and qualifications not further defined                      | 0000 Generic programmes and qualifications not further defined  |
|   | 001 Basic programmes and qualifications  | 0011 Basic programmes and qualifications  |
|   | 002 Literacy and numeracy  | 0021 Literacy and numeracy  |
|   | 003 Personal skills and development  | 0031 Personal skills and development  |
|   | 009 Generic programmes and qualifications not elsewhere classified                 | 0099 Generic programmes and qualifications not elsewhere classified   |
| <b>01<br/>Education</b>                                     | 011 Education  | 0110 Education not further defined<br>0111 Education science<br>0112 Training for pre-school teachers<br>0113 Teacher training without subject specialisation<br>0114 Teacher training with subject specialisation<br>0119 Education not elsewhere classified |
|   | 018 Inter-disciplinary programmes and qualifications involving education           | 0188 Inter-disciplinary programmes and qualifications involving education   |
| <b>02<br/>Arts and<br/>humanities</b>                       | 020 Arts and humanities not further defined  | 0200 Arts and humanities not further defined  |
|   | 021 Arts   | 0210 Arts not further defined<br>0211 Audio-visual techniques and media production<br>0212 Fashion, interior and industrial design<br>0213 Fine arts<br>0214 Handicrafts<br>0215 Music and performing arts<br>0219 Arts not elsewhere classified              |
|   | 022 Humanities (except languages)  | 0220 Humanities (except languages) not further defined<br>0221 Religion and theology<br>0222 History and archaeology<br>0223 Philosophy and ethics<br>0229 Humanities (except languages) not elsewhere classified   |
|   | 023 Languages  | 0230 Languages not further defined<br>0231 Language acquisition<br>0232 Literature and linguistics<br>0239 Languages not elsewhere classified   |
|   | 028 Inter-disciplinary programmes and qualifications involving arts and humanities | 0288 Inter-disciplinary programmes and qualifications involving arts and humanities   |
|   | 029 Arts and humanities not elsewhere classified                                   | 0299 Arts and humanities not elsewhere classified   |

| Broad field  | Narrow field   | Detailed field  |
|--|--|---|
| <b>03</b><br>Social sciences,<br>journalism and<br>information | 030 Social sciences, journalism and information not further defined  | 0300 Social sciences, journalism and information not further defined  |
|  | 031 Social and behavioural sciences  | 0310 Social and behavioural studies not further defined<br>0311 Economics<br>0312 Political sciences and civics<br>0313 Psychology<br>0314 Sociology and cultural studies<br>0319 Social and behavioural sciences not elsewhere classified  |
|  | 032 Journalism and information   | 0320 Journalism and reporting not further defined<br>0321 Journalism and reporting<br>0322 Library, information and archival studies<br>0329 Journalism and reporting not elsewhere classified  |
|  | 038 Inter-disciplinary programmes and qualifications involving social sciences, journalism and information | 0388 Inter-disciplinary programmes and qualifications involving social sciences, journalism and information   |
|  | 039 Social sciences, journalism and information not elsewhere classified                                   | 0399 Social sciences, journalism and information not elsewhere classified   |
| <b>04</b><br>Business,<br>administration<br>and law            | 040 Business, administration and law not further defined   | 0400 Business, administration and law not further defined   |
|  | 041 Business and administration  | 0410 Business and administration not further defined<br>0411 Accounting and taxation<br>0412 Finance, banking and insurance<br>0413 Management and administration<br>0414 Marketing and advertising<br>0415 Secretarial and office work<br>0416 Wholesale and retail sales<br>0417 Work skills<br>0419 Business and administration not elsewhere classified |
|  | 042 Law  | 0421 Law  |
|  | 048 Inter-disciplinary programmes and qualifications involving business, administration and law            | 0488 Inter-disciplinary programmes and qualifications involving business, administration and law  |
|  | 049 Business, administration and law not elsewhere classified  | 0499 Business, administration and law not elsewhere classified  |

| Broad field  | Narrow field   | Detailed field   |
|--|--|--|
| <b>05<br/>Natural sciences, mathematics and statistics</b> | 050 Natural sciences, mathematics and statistics not further defined   | 0500 Natural sciences, mathematics and statistics not further defined  |
|  | 051 Biological and related sciences  | 0510 Biology and related sciences not further defined<br>0511 Biology<br>0512 Biochemistry<br>0519 Biology and related sciences not elsewhere classified   |
|  | 052 Environment  | 0520 Environment not further defined<br>0521 Environmental sciences<br>0522 Natural environments and wildlife<br>0529 Environment not elsewhere classified   |
|  | 053 Physical sciences  | 0530 Physical sciences not further defined<br>0531 Chemistry<br>0532 Earth sciences<br>0533 Physics<br>0539 Physical sciences not elsewhere classified   |
|  | 054 Mathematics and statistics   | 0540 Mathematics and statistics not further defined<br>0541 Mathematics<br>0542 Statistics<br>0549 Mathematics and statistics not elsewhere classified   |
|  | 058 Inter-disciplinary programmes and qualifications involving natural sciences, mathematics and statistics      | 0588 Inter-disciplinary programmes and qualifications involving natural sciences, mathematics and statistics   |
|  | 059 Natural sciences, mathematics and statistics not elsewhere classified  | 0599 Natural sciences, mathematics and statistics not elsewhere classified   |
| <b>06<br/>Information and Communication Technologies</b>   | 061 Information and Communication Technologies (ICTs)  | 0610 Information and Communication Technologies (ICTs) not further defined<br>0611 Computer use<br>0612 Database and network design and administration<br>0613 Software and applications development and analysis<br>0619 Information and Communication Technologies (ICTs) not elsewhere classified |
|  | 068 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs) | 0688 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)  |



| Broad field   | Narrow field   | Detailed field   |
|---|--|--|
| 07<br>Engineering,<br>manufacturing<br>and construction     | 070 Engineering, manufacturing and construction not further defined  | 0700 Engineering, manufacturing and construction not further defined   |
|   | 071 Engineering and engineering trades   | 0710 Engineering and engineering trades not further defined<br>0711 Chemical engineering and processes<br>0712 Environmental protection technology<br>0713 Electricity and energy<br>0714 Electronics and automation<br>0715 Mechanics and metal trades<br>0716 Motor vehicles, ships and aircraft<br>0719 Engineering and engineering trades not elsewhere classified |
|   | 072 Manufacturing and processing   | 0720 Manufacturing and processing not further defined<br>0721 Food processing<br>0722 Materials (glass, paper, plastic and wood)<br>0723 Textiles (clothes, footwear and leather)<br>0724 Mining and extraction<br>0729 Manufacturing and processing not elsewhere classified  |
|   | 073 Architecture and construction  | 0731 Architecture and construction not further defined<br>0731 Architecture and town planning<br>0732 Building and civil engineering<br>0739 Architecture and construction not elsewhere classified  |
|   | 078 Inter-disciplinary programmes and qualifications involving engineering, manufacturing and construction     | 0788 Inter-disciplinary programmes and qualifications involving engineering, manufacturing and construction  |
|   | 079 Engineering, manufacturing and construction not elsewhere classified                                       | 0799 Engineering, manufacturing and construction not elsewhere classified  |
| 08<br>Agriculture,<br>forestry, fisheries<br>and veterinary | 080 Agriculture, forestry, fisheries and veterinary not further defined  | 0800 Agriculture, forestry, fisheries and veterinary not further defined   |
|   | 081 Agriculture  | 0810 Agriculture not further defined<br>0811 Crop and livestock production<br>0812 Horticulture<br>0819 Agriculture not elsewhere classified   |
|   | 082 Forestry   | 0821 Forestry  |
|   | 083 Fisheries  | 0831 Fisheries   |
|   | 084 Veterinary   | 0841 Veterinary  |
|   | 088 Inter-disciplinary programmes and qualifications involving agriculture, forestry, fisheries and veterinary | 0888 Inter-disciplinary programmes and qualifications involving agriculture, forestry, fisheries and veterinary  |
|   | 089 Agriculture, forestry, fisheries and veterinary not elsewhere classified                                   | 0899 Agriculture, forestry, fisheries and veterinary not elsewhere classified  |

| Broad field              | Narrow field  | Detailed field   |
|--------------------------|---|--|
| 09<br>Health and welfare | 090 Health and welfare not further defined  | 0900 Health and welfare not further defined  |
|                          | 091 Health  | 0910 Health not further defined<br>0911 Dental studies<br>0912 Medicine<br>0913 Nursing and midwifery<br>0914 Medical diagnostic and treatment technology<br>0915 Therapy and rehabilitation<br>0916 Pharmacy<br>0917 Traditional and complementary medicine and therapy<br>0919 Health not elsewhere classified |
|                          | 092 Welfare   | 0910 Welfare not further defined<br>0921 Care of elderly and of disabled adults<br>0922 Child care and youth services<br>0923 Social work and counselling<br>0929 Welfare not elsewhere classified   |
|                          | 098 Inter-disciplinary programmes and qualifications involving health and welfare | 0988 Inter-disciplinary programmes and qualifications involving health and welfare   |
|                          | 099 Health and welfare not elsewhere classified                                   | 0999 Health and welfare not elsewhere classified   |
| 10<br>Services           | 100 Services not further defined  | 1000 Services not further defined  |
|                          | 101 Personal services   | 1010 Personal services not further defined<br>1011 Domestic services<br>1012 Hair and beauty services<br>1013 Hotel, restaurants and catering<br>1014 Sports<br>1015 Travel, tourism and leisure<br>1019 Personal services not elsewhere classified  |
|                          | 102 Hygiene and occupational health services                                      | 1020 Hygiene and occupational health services not further defined<br>1021 Community sanitation<br>1022 Occupational health and safety<br>1029 Hygiene and occupational health services not elsewhere classified  |
|                          | 103 Security services   | 1030 Security services not further defined<br>1031 Military and defence<br>1032 Protection of persons and property<br>1039 Security services not elsewhere classified  |
|                          | 104 Transport services  | 1041 Transport services  |
|                          | 108 Inter-disciplinary programmes and qualifications involving services           | 1088 Inter-disciplinary programmes and qualifications involving services   |
|                          | 109 Services not elsewhere classified   | 1099 Services not elsewhere classified   |
| 99<br>Field unknown      | 999 Field unknown   | 9999 Field unknown   |