

**Learning Journey -  
Sicily: leading innovative  
culinary enterprise (SLICE)  
Postponed to 8-14 May 2022**



In May 2022, a group of food tourism & hospitality professionals from the UK will travel to Sicily for a learning journey focused on the cultural heritage, flavours, and sense of place which contribute to the area's overall visitor experience.

We invite you to join them.



### ***Tell me more about the project***

Over seven days you'll travel as part of a group of like-minded people, meeting some of Sicily's local entrepreneurs, food producers and tourism businesses. You'll learn their stories, their successes and some of the lessons they learnt along the way. And you'll share your experiences with them and each other.

Through visits to cultural attractions, accommodation, farmers and growers - you'll get a concentrated taste of Sicily.

During the week you'll be part of a group developing **Case Studies** on one of three main themes we've chosen for you to explore during the visit: Storytelling; Agritourism and Entrepreneurship.

You may be involved in hospitality, tourism, education & training, food events & festivals or pioneering something innovative. Can you learn from your Sicilian and other British counterparts? Can they learn from you?

Designed for busy yet innovative tourism and hospitality professionals like you, this focused programme is a chance to learn new skills, experience new ideas and meet new contacts.

### ***Does it cost?***

A grant from the Erasmus+ European Programme means we can offer this amazing opportunity to 25 people who meet the project eligibility criteria. If selected, each participant will have a substantial part of the costs covered for this 6 night/7-day visit – including flights, accommodation, transport, meals and admission fees – (a total in the region of €1500).

In return each participant's business, organisation or educational establishment will contribute £xxx per person. We aim to provide you with some free time on the final day where you will cover costs of your own food/drinks/activities during that time. Participants are responsible for their own travel arrangements and costs to and from the designated departure airports in London or Scotland.

### ***Can I take part?***

Yes, if you have one or more of the roles shown on the attached eligibility document, are willing to participate fully and you can attend the full week (participating in workshops/case studies and attending the full seven days is a stipulation of the Erasmus+ funding rules). We would like to encourage SMEs, food producers and chefs to apply. You may be asked to deliver a presentation/workshop or to be a case study group leader – it is important that we share such roles among our group and not be reliant on just a few.

If you are interested, and excited by the prospect of bringing knowledge back to your tourism organisation/destination, educational establishment or business, please complete the eligibility document and send it to xxx at xxxx by **XXXXXXXXXX**.



### **What happens next?**

We will notify successful applicants early in January, at which point we will begin to make all bookings, accommodation and travel reservations on your behalf. We will confirm the final programme; send you a package of pre-visit materials and a full list of participants before we leave. Please be aware that if you subsequently drop-out having accepted a place in writing, you are liable for all costs incurred on your behalf. We strongly urge you to arrange appropriate travel insurance following written acceptance.

### **What to expect?**

If you've never taken part in a vocational learning journey visit it's a wonderful opportunity to see things from new perspectives, to gain practical knowledge, new contacts and new experiences to apply in your place of work. It's no holiday – but there is plenty of time for visiting places that will inspire a return trip one day. Take a look at the outline draft programme below and if it's of interest please complete the attached application and eligibility form.



Previous Erasmus+ study visit participants in South Iceland 2016.





## OUTLINE PROGRAMME

(This programme may be subject to change.)

### Sicily: leading innovative culinary enterprise (SLICE) 7/8 – 14 May 2022

**(NB. Figure in brackets below indicates the Case Study Group allocated to that site visit for reporting purposes, everyone will be visiting all businesses.)**

- Sat:** Travel from UK airports (Scotland & Belfast) to London Gatwick  
*Edinburgh Airport – Gatwick International (South Terminal) (16 passengers)*  
*Easyjet EZY6474 Dep: 17.55 Arr: 19.30*  
Overnight accommodation at Premier Inn North Terminal for those requiring it (as shown on participant list).
- Sun:** Travel from London Gatwick to Palermo  
Easyjet EZY8243 Dep 07.00 Arr 10.55  
Coach transfer to Palermo  
Luggage drop off at Hotel Palermo Quattro Canti
- 13.00 (2) Group briefing/Lunch at Nni Franco u Vastiddaru, historic focaccerie in Palermo, to taste typical street food in the heart of the city.
- 16.30 (2) Visit the Convent of Santa Caterina. From 1311 to 2014 the convent housed nuns of the Dominican order. Nowadays the convent operates a bakery of traditional pastries and sweets reproduced according to the nuns' ancient recipes. We will see the bakery, convent, around the cloisters and the terraces for views over Palermo.
- 20.30 Dinner at the "Trattoria del Massimo", behind the Teatro Massimo  
Accommodation: [Hotel Palermo Quattro Canti](#)
- Mon:** Breakfast
- 08.30 (1) Visit to the famous Vucciria market
- 10.00 (2) Transfer to the "Paolo Borsellino" hotel institute for a workshop on typical Palermo cuisine together with teachers and students.
- 12.30 Lunch with local specialties
- 15.00 (1) Visit to "Caffè Morettino", a small coffee grower and roaster
- 18.00 Guided walking tour of Palermo
- 20.30 Dinner at the "Local"  
Accommodation: [Hotel Palermo Quattro Canti](#)
- Tues:** Breakfast and check out of hotel
- 08.30 Departure
- 09.30 (1) Visit to the "Snail Madonita" company
- 10.30 Depart to visit traditional Sicilian citrus groves
- 12.00 (1) Arrive at the citrus grove, visit and typical peasant lunch
- 14.30 (1) Depart to visit the olive oil mill
- 16.00 Case Study Time at the Council Chamber of the Municipality (this may move to the citrus grove)
- 17.00 (1+2) Accommodation in the houses of "LEGA'MI"





- 19.00 (2) Departure for Tortorici, historic town of the Nebrodi region famed for the production of hazelnuts. Visit "Dolci Incontri" pastry shop where owner Lidia combines innovation with traditional recipes to great acclaim representing Nebrodi's typical sweets at Milan EXPO.
- 21.00 Dinner at the Val d'Orice restaurant in Tortorici  
Accommodation: LEGAMI local houses

**Wed:**

- 09.00 Breakfast in the bar at the Borgo di S.Salvatore di Fitalia village square.
- 10.00 (2) Visit to "Le Colline del Fitalia", honey producer and breeder of Sicily's black bees.
- 11.00 (1) Depart for Longi and visit of the stone mill with the adjacent bakery.
- 13.00 Lunch at the "Canalotto"
- 15.30 (2) Visit to a breeder of Nebrodi black pigs raised in the wild in the territory of the homonymous park.
- 17.00 Return to the accommodation houses
- 19.45 Depart for the gala dinner
- 20.30 Gala Dinner at the "Canalotto"  
Accommodation

**Thur:**

- 08.30 Breakfast in the village square with granita and brioche
- 09.30 Departure for Bronte
- 11.30 (1) Visit the Marzullo Pistachio company
- 12.30 Depart for Randazzo
- 13.00 (2) Lunch at the "Medi" hotel institute
- 14.30 Case study time
- 17.30 (1) Visit the Firriato Cellars
- 19.40 Wine tasting dinner at the Bistrot of the Firriato winery
- 20.45 Departure for Catania
- 21.30 Arrival in Catania and hotel accommodation  
Accommodation: [NH Catania Centro](#)

**Fri:**

- Breakfast
- 09.30 (2) Meeting at the hotel with the guide for a visit to the fish market and the historic centre
- 13.00 Lunch at the A Putia restaurant  
Project debrief meeting  
Free afternoon  
Accommodation: [NH Catania Centro](#)

**Sat:**

- Breakfast and check out.  
Transfers to Catania Airport for departures to UK
- |                     |                    |                      |
|---------------------|--------------------|----------------------|
| Easyjet EZY8566     | Dep: 11.25         | Arrive Gatwick 13.45 |
| Flight to Edinburgh | Dep Gatwick: 18.45 | Arrive: 20.15        |



## Feedback from previous participants

"The collective working of the businesses we met has been inspirational"

"Initially, I wasn't too sure what to expect - by the end of the trip I was really impressed. There were some truly amazing experiences, and opportunities for personal development. Everything we were put into was engaging and well thought out."

"I will never forget the experiences and opportunity that this amazing trip gave me"

"I plan to develop links with academic members to help with skills shortages in my area"

"The trip exceeded my expectations in terms of networking and relationship building. I didn't expect it to have the impact it did on how I view my own destination."

"It offered me new ways of looking at some of the marketing challenges that face small businesses."

"After 30 years in tourism marketing it's easy to get stale and confined to a particular area. The study visit was refreshing in many different ways and injected enthusiasm and energy into the tourism industry networking I arrange, being able to talk about new experiences and ideas."

This was the most worthwhile trip to enhance business and personal skills - to open your eyes to the possibilities and opportunities that you may otherwise miss.

"The level of engagement and learning opportunities were fantastic from both the participants and encounters with business owners."