




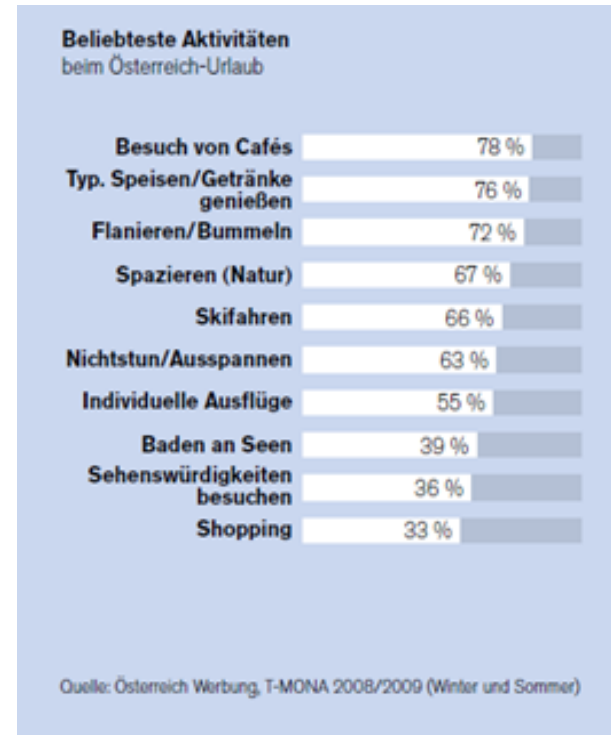




INTERACTIVE LEARNING EXPERIENCE

WHAT DO TRAVELLERS WANT

-  cultural experiences
-  get into touch with the ethnic world of the host country
-  new horizons and adventures
-  long-lasting memories and impressions
-  stories to remember and retell



DINING - an event: touching, unforgettable

TO MAKE AN EXPERIENCE UNFORGETTABLE PACK IT WITH A „STORY“!





„What do you know about
Austrian Wiener Schnitzel, Slovenian Čevapčiči
or Croatian Ustipke?“

- recipe books
- restaurant sites
- info sites

⇒ *quality of
information?*

THE IDEA OF ECUISINE

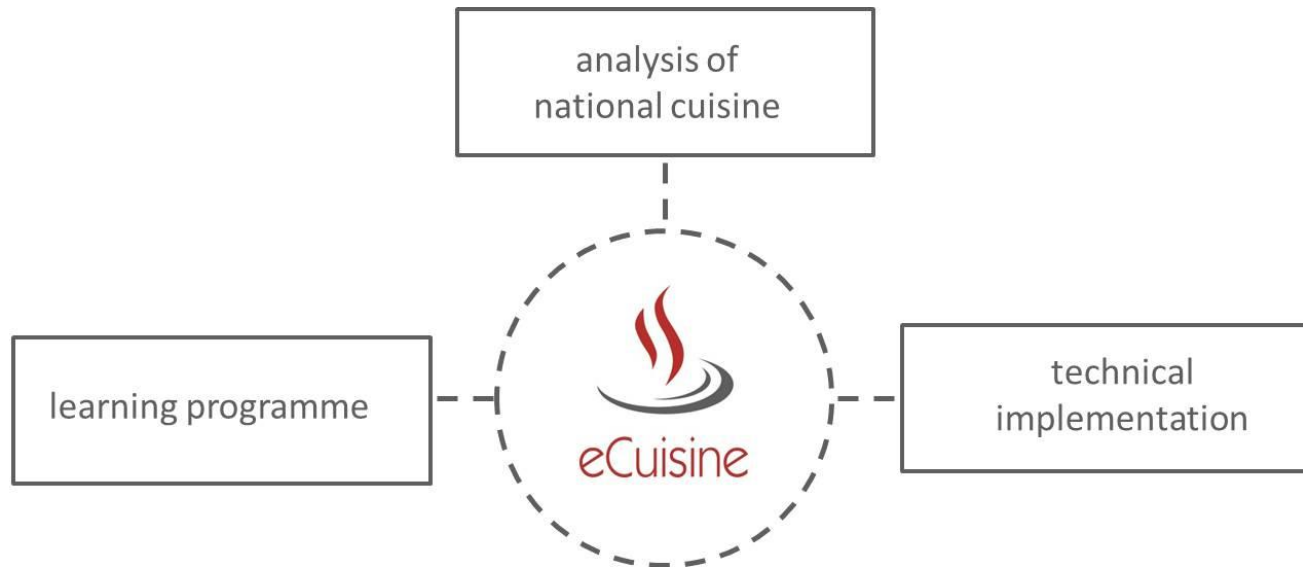
Very often it is the quick/immediate response to simple questions, such as when ordering meals from a menu in a foreign country that initiates customer satisfaction and intercultural understanding.

-  mobile workers –
mobile guests
-  information needs
-  communication skills
-  new media approach



FROM IDEA TO REALIZATION

Create a model for interactive e-learning to enhance vocational conversation and to arouse intercultural awareness in the hospitality sector.



PROJECT MILESTONES



Analysis and selection of national dishes and drinks



Verbal description and translation



Development and implementation of apps



Development of an accompanying learning program and learning materials for formal and informal learners in the gastronomy and catering sector



Development of DVD learning software



Train the trainer-program

RESULTS



mobile apps

available in 6 languages:

English, German, Latvian, Lithuanian, Croatian, Slovenian

language learning programme



train the trainer guide





BENEFITS

for the region



- professional qualification of service personnel
- awareness and affinity for traditional cuisine
- sensible approach to food culture



BENEFITS

for the hospitality sector

- quick and easy access to information
- visualised products for customised presentations
- customer-oriented service due to improved language skills



BENEFITS




for educational institutions

- innovative language learning with database for further add-ons and flexible use
- practical intercultural experiences



SUSTAINABILITY

„eCuisine“ contributes essentially to intercultural understanding in tourism

-  intercultural awareness and respect
-  understanding of cuisine as an asset of cultural heritage
-  linking education and industry



PROJECT CONSORTIUM



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THANK YOU



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