

BEM Micro-credential



BEM content (for all partners)	Title/name of the credential	Gastronomic Heritage Specialist: Culinary Tourism and Local Food Culture
	Function of microcredit / purpose	<p>Specialization / Upskilling</p> <p>This micro-credential equips learners with practical and digital skills to enhance culinary tourism through local food traditions. The program emphasizes creating engaging gastronomic experiences for tourists by promoting sustainable practices, reducing waste, and integrating digital marketing strategies. Participants will learn how to design "farm-to-table" events, collaborate with local producers, and leverage digital tools to attract a global audience. Graduates will become recognized as specialists in connecting culinary heritage with tourism development, enhancing the value of rural destinations.</p>
	Possible target groups	<ul style="list-style-type: none"> • Aspiring chefs and culinary professionals • Hospitality and tourism workers • Local food producers and artisans • Entrepreneurs in the food and tourism sector • Hotel and restaurant staff interested in upskilling • Food bloggers and influencers promoting gastronomy • Event organizers of culinary festivals • Students in hospitality or tourism studies
	Branch/sector of application	Tourism and Hospitality
	Fields of application / work environment	<ol style="list-style-type: none"> 1. Hotels and restaurants, particularly in rural and regional areas

		<ol style="list-style-type: none"> 2. Agro-tourism establishments 3. Local food markets and fairs 4. Tourist organizations and guided tours 5. Culinary schools and workshops 		
	Typical work/professional tasks	<ul style="list-style-type: none"> • Preparing and presenting local dishes with authentic, regional ingredients • Developing menus that highlight local food traditions • Educating tourists about the cultural significance of local specialties • Organizing and leading culinary tours or food-tasting events • Sourcing ingredients from local producers and promoting farm-to-table practices • Creating visual and digital content to promote culinary experiences • Designing eco-friendly culinary events that reduce food waste • Collaborating with local tourist organizations to enhance the culinary tourism experience 		
	Learning outcomes (personal and job related)	<p>Knowledge</p> <ul style="list-style-type: none"> • Regional culinary traditions • Local ingredients, their seasonality, and sourcing • Sustainable tourism and farm-to-table practices • Food safety standards and hygiene practices • Digital content creation for promoting culinary traditions 	<p>Skills</p> <p>Job skills</p> <ul style="list-style-type: none"> • Preparing and cooking traditional regional dishes • Presenting food attractively to enhance the tourist experience <p>Language skills</p> <ul style="list-style-type: none"> • Communicating effectively with tourists about food culture and traditions <p>Digital skills</p> <ul style="list-style-type: none"> • Using online tools (e.g., Instagram, food blogs) to promote culinary tourism 	<p>Competences</p> <ul style="list-style-type: none"> • Design tourist-friendly experiences combining gastronomy with cultural storytelling • Collaborate with local producers and artisans to promote sustainability • Promote sustainability through local sourcing and waste reduction practices • Develop partnerships with local communities to create integrated tourism experiences • Evaluate culinary events through data collection from tourists

			<ul style="list-style-type: none"> • Designing menus and events that promote local cuisine and reduce waste • Editing and creating visual content for digital platforms 	
	Validation	Criteria <ul style="list-style-type: none"> • Demonstration of practical culinary skills through live or recorded presentations of local dishes • Creating a comprehensive portfolio, including a menu, event plan, and promotional materials for a culinary tourism experience • Development and execution of a digital marketing campaign for a culinary event 	Procedures <ul style="list-style-type: none"> • Formation of Examination Committee • Development of a practical project on a given topic • Practical assessments by culinary professionals and regional food experts • Feedback from participating tourist organizations and event attendees • Evaluation of digital campaigns, including social media activity and audience engagement • Creation and submission of a portfolio documenting all activities, menus, and promotional content • Online quizzes testing knowledge of sustainability, local food traditions, and digital marketing tools 	
	Recognized/accepted (documented by MoU)	<ul style="list-style-type: none"> • VET Centre • Examination Centre • Regional Development Agency for Bjelasica, Komovi, and Prokletije • Tourist Organization Berane 		
	Provider(s)	Regional Development Agency for Bjelasica, Komovi, and Prokletije Hotel Berane Tourist Organization Berane Vocational school		
Additional information	Entry level / prerequisites	Basic knowledge of cooking or prior experience in hospitality is recommended but not mandatory.		

(if needed)	Possible duration (recommendation)	<ul style="list-style-type: none"> • Theoretical Instruction (20 hours): Basics of culinary tourism, sustainability, and digital tools • Practical Training (30 hours): Preparation of local dishes, organizing events • Digital Modules (20 hours): Training on content creation and digital promotion • Independent Work and Preparation (30 hours): Creating menus, event planning, and developing campaigns • Evaluation (10 hours): Portfolio, quizzes, and practical demonstrations <p>Total Learning Time: 110 hours</p>
Specific content (national) (if needed)	Position in the chain of educational programs	Level III of NQF
	Aligned with Montenegro's National Qualifications Framework (NQF) level relevant to professional upskilling in agriculture, food and trade	
	Credits 5 ECTS	