











## PARTNERS

-  Mancomunidad de Municipios del Norte de Gran Canaria
-  Daugavpils University
-  5-Senses
-  Soča Valley Development Centre
-  Superficie 8
-  Latvian Country Tourism Association
-  Personal-Konsult Gantcho-Popov
-  UMBRIA REGION public authority supporting the project

**Are you a cheese producer?  
Are you a tourism professionals?  
A journalists or blogger?  
Touroperator or travel agency?  
Are you a restaurants or hotel managers?**

**Are you interested in the cheese production?  
Are you interested in promoting  
your tourism destination through the  
creation of new itineraries?**

**This is the right place for you!**  
Please leave us your detail and you will be part  
of the TASTY CHEESE TOUR in your country!

**SUPERFICIE 8**  
creative solutions for people and business



**tastycheesetour.eu**



**Tasty Cheese Tour**



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# Tasty Cheese TOUR





# THE PROJECT

TastyCheeseTOUR is a touristic project to develop new touristic product and blended routes/itineraries (cultural, industrial, culinary, agricultural and livestock) in rural and deprived regions that produce **high quality cheese**, mainly Protected Designation of Origin (**PDO**), Traditional Speciality Guaranteed (**TSG**) and Protected Geographical Indication (**PGI**) in 6 member countries: **Bulgaria, Italy, Latvia, Malta, Slovenia and Spain.**

The EU cheese market is the **largest in the world** and TastyCheeseTOUR can make a difference by developing and fostering **sustainable tourism products** that promote and valorise their production by attracting visitors, enhancing their **rural and culinary experience.**



## OBJECTIVES

- **Foster economic dynamism** in EU rural and deprived areas which produce cheese by increasing the number of local and international visitors.
- **Better valorisation / awareness and market uptake** of high-quality cheese and transnational sustainable tourism on cheese.
- **Capacity building and development of tools for SMEs** related to tourism and cheese to get the tourism benefits.
- **Preserve and support** unique cultural/industrial characteristics in some partner regions related to cheese and **promoting sustainable tourism.**
- **Fostering public-private partnerships (PPPs)** in rural and deprived areas.



## ACTIVITIES

1. Development of research activities, business development, ICT activities, communication strategy, community involvement and piloting the project) to analyse in depth the current situation in EU regions
2. Deliver an ambitious action plan able to be used by any EU rural region with a wide range of socio-cultural, environmental and economic benefits to the society creating synergies with the tourism industry that have been unexploited so far, bringing employment, growth and innovation
3. Pilot projects in 6 regions: guided routes for tourism professionals, journalists, touroperators, travel agencies, restaurants, hotel managers.
4. Sensory guided paths in cheese trails excursions for locals "Discover your región"
5. Geolocalisation of detailed EU Cheese related itineraries
6. Organisation of "CheeseFests" for the local community