

Call: COS-TOUR-2015-3-04-1

Title of the project: TastyCheeseTOUR

Acronym: *TastyCheeseTOUR*

Project duration and start date: 15 months. Start date: 1st April 2016

Short description of project

The touristic project developed by TastyCheeseTOUR are blended 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).

TastyCheeseTOUR will create transnational blended itineraries (cultural and industrial heritage, agricultural and livestock related) in 6 member countries: Bulgaria, Italy, Latvia, Malta, Slovenia and Spain.

The EU rural, remote and deprived regions do need a practical approach to resolve rural areas problems: depopulation, lack of infrastructure, of connectivity, etc. and tourism is the main drive for growth.

Main objectives:

The project objectives are:

- 1. Foster economic dynamism in** EU rural and deprived areas which produce cheese by increasing the number of local and international visitors.
- 2. Creation of new touristic products and routes (7)** based in “experienced-based” tourism related to cheese in rural and deprived areas.
- 3. Better valorisation / awareness and market uptake** of high-quality cheese, especially those with PDO, TSG and PGI including their integration in short channel distribution strategies for the tourism industry.
- 4. Capacity building and development of tools for SMEs** and other public authorities/chamber of commerce related to tourism and cheese to get the tourism benefits.
- 5. Preserve and support** unique cultural/industrial characteristics in some partner regions related to cheese such as migratory livestock as a new and alternative touristic product and **promoting sustainable tourism** for the socio-economic development and enhancement of territories.
- 6. Creation of jobs related to cheese and tourism industry** in the areas and supporting entrepreneurship in the agritourism field.
- 7. International cooperation** and best practices exchange among partners with different background in agritourism.
- 8. Fostering public-private partnerships (PPPs)** in rural and deprived areas.

Lead partner/coordinator: Mancomunidad del Norte de Gran Canaria (Spain)

Partners:

Daugavpils Universitate (Latvia)

5 Senses Ltd (Malta)

Pososki Razvojni Centr Zavod (Slovenia)

Superficie 8 Srl (Italy)

Latvijas Lauku Turisma Asociacija Lauku Celotajs (Latvia)

Popov Gantcho, Konsult-G.P (Bulgaria)

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