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Project **TastyCheeseTOUR**

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This presentation is part of “TastyCheeseTOUR”, which has received funding from the European Union’s COSME Programme (2014-2020).

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What is TastyCheeseTOUR?

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.



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Why TastyCheeseTOUR?

1. In Europe, there are 245 different types of cheese considered as Protected Designation of Origin, Traditional Speciality Guaranteed and Protected Geographical Indication.
2. The EU cheese market is the largest in the world
3. TastyCheeseTOUR encourage the diversification of the supply of tourism products and services.
4. It will allow a better valorisation/awareness and market uptake of the European natural, cultural and industrial heritage and gastronomy for local communities and visitors.
5. Support economic regeneration and jobs creation through capacity building for SMEs and partners regions.
6. The project will be replicable and useful for hundred EU regions with serious problems, such as poverty, social exclusion, depopulation or remoteness.



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Project Objectives

- 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.**
- 3. Better valorisation / awareness and market uptake of high-quality cheese.**
- 4. Capacity building and development of tools for SMEs 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 and promoting sustainable tourism.**
- 6. Creation of jobs related to cheese and tourism industry supporting entrepreneurship.**
- 7. International cooperation and best practices exchange among partners with different background.**
- 8. Fostering public-private partnerships (PPPs) in rural and deprived areas.**



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Project Core Actions & Expected Results

WP 1. Project Management

WP 2. Research Activities.

State of the Art of the tourism-oriented services sector in the culinary tourism
Action Plan for partners and development of survey for cheese attractions

WP 3. Business Development

Geolocalisation of detailed EU cheese related itineraries
Business meetings, online trainings and workshops for local SMEs

WP 4. ICT Activities

Development of website and a mobile app

WP 5. Communication and Promotion

Communication plan, considering the role of social networks
Development of a Cheese Recipe Ebook and a Narrative Ebook – Cheesemaker story.

WP 6. Stakeholder and Community Involvement

Development of events “Discover your region” and “Cheesefests” for local people.

WP 7. Pilot Project Implementation in EU



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Project Core Actions & Expected Results

1. The creation of an Action Plan for EU rural regions in order to foster the tourism
2. Geolocalisation of detailed EU Cheese related itineraries
3. A project website
4. 6 Dissemination events at región partners: “CheeseFests”
5. Sensory guided paths in cheese trails excursions for locals “Discover your región”
6. Pilot projects in 6 regions: guided routes for tourism professionals, journalists, touroperators, travel agencies, restaurants, hotel managers, ...



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THANK YOU

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