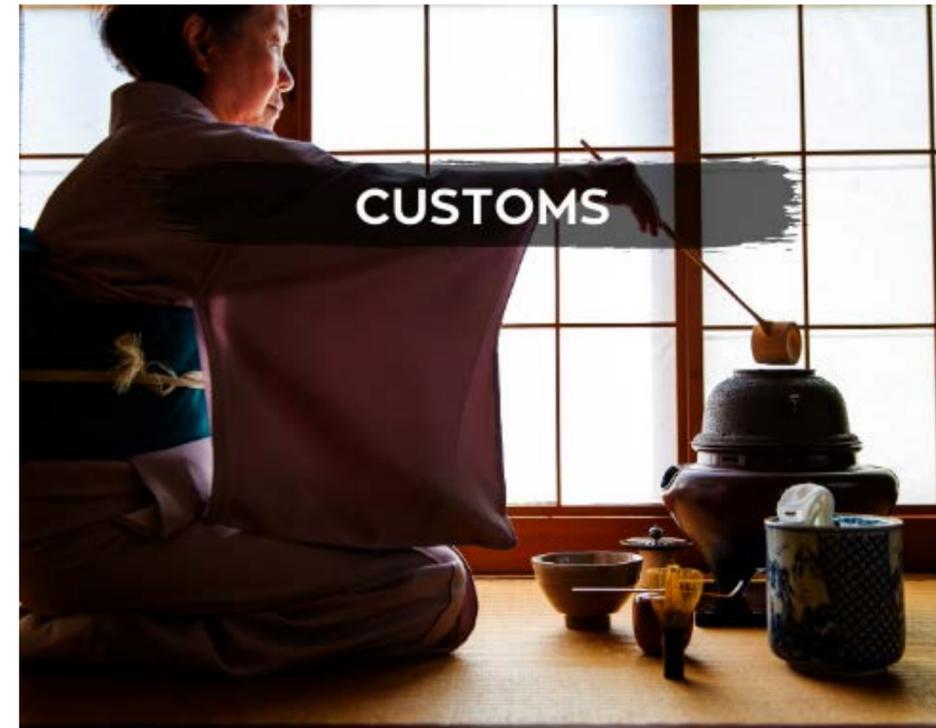


Culinary Tourism

A photograph of a wooden barn with a gabled roof. In the foreground, a wooden rack holds several large, round wheels of cheese, likely Casu Marzu, which are being dried. The cheese wheels are arranged in two rows. The barn is made of dark wood and has a chimney on the roof. In the background, there is a green hillside with some trees and a blue sky with light clouds.

Culinary Culture Assets



A rustic picnic spread is laid out on a weathered blue wooden table. In the foreground, a round pie with a golden crust and dark berries sits on a small metal plate. To its right, a large loaf of bread with a cracked, golden-brown crust is nestled in a piece of brown parchment paper. In the center, a wooden bowl is overflowing with bright red grapes, with a few more clusters scattered on the table. To the left, a clear glass bottle is filled with white milk. Behind it, a wooden cutting board holds several slices of cheese and a few blueberries. A vibrant red ceramic mug is positioned in the upper middle. The background is a soft-focus view of dry grass and foliage, suggesting an outdoor setting. The overall lighting is warm and natural, creating a cozy and inviting atmosphere.

The Importance of Cuisine to Tourism

Memorable Experiences



A woman with long brown hair, wearing a blue and white striped button-down shirt, stands in a vineyard. She is holding a wine glass filled with a golden liquid and is looking at it with her eyes closed, as if smelling or savoring the wine. The background shows rows of grapevines and a large, light-colored building with a dark roof, all slightly out of focus. The lighting is soft and natural, suggesting an outdoor setting during the day.

Culinary Lens on Agritourism

A man with a beard and short hair, wearing a light blue button-down shirt and a striped apron, stands in a greenhouse. He is smiling and holding a white plate with food. The greenhouse has a curved, arched structure with a grid of metal supports and translucent panels. In the background, there are wooden tables covered with rows of small, round objects, likely mushrooms, being cultivated. The lighting is soft and natural, coming from the translucent panels of the greenhouse.

**Creates an authentic
taste of place**

A photograph of a table setting featuring three white plates of cheese and several wine glasses. The plates are arranged in a row, with the closest plate in the foreground containing a pile of shredded cheese and several slices of cheese. The middle plate contains several large, irregular pieces of cheese. The background plate contains a mix of shredded and sliced cheese. The table is covered with a blue and white patterned tablecloth. The text "Adds value through storytelling" is overlaid in white on the middle plate.

Adds value through storytelling

A photograph of three women in a rustic kitchen setting. The woman on the right is wearing a white blouse with red floral embroidery and is holding a large loaf of bread. The woman in the middle is holding a tray with several pastries, including a cinnamon roll and some buns. The woman on the left is wearing a white sleeveless top. The background shows a wooden wall and a window. The text "Builds relationships between producers and consumers" is overlaid in white on the image.

**Builds relationships between
producers and consumers**

A top-down view of a wooden charcuterie board set on a wooden tray. The board is laden with various items: a glass of red wine on the left, a small bowl of green olives, a jar of orange jam, a wedge of blue cheese, a wedge of white cheese, several slices of bread, a bunch of dark purple grapes, and some orange slices. A person's hands are visible at the top, spreading jam on a piece of bread. Another person's hands are visible at the top right, holding a piece of bread. The background shows a person wearing a black and white striped shirt. The text "Enables cross-collaboration" is overlaid in white, bold font across the center of the image.

Enables cross-collaboration

A still life arrangement of traditional Central Asian food and instruments on a colorful rug. In the center, a plate of golden-brown, fried dumplings (mantu) is surrounded by two bowls of light brown soup. To the left, a wicker basket is filled with red apples. A stringed instrument, possibly a dombra, lies diagonally across the scene. The items are set on a vibrant, patterned rug with fringed edges, all resting on a bed of green grass. The text "Highlights local intangible culture & heritage" is overlaid in white, bold font across the middle of the image.

Highlights local intangible culture & heritage

A woman in traditional black and red patterned clothing is seated in a rustic wooden kitchen, pouring rice from a woven basket into a metal bowl. The room features wooden walls and a thatched roof, with sunlight streaming through the slats, creating a warm and traditional atmosphere.

Facilitates Gastrodiplomacy

A close-up photograph of a hand wearing a white glove holding a dark wooden cutting board. On the board, there are several slices of white cheese, some with a dark rind, and a slice of bread. The background is a blurred floral pattern. The text "Consumer trends towards on-farm culinary experiences" is overlaid in white, bold font across the center of the image.

**Consumer trends towards on-farm
culinary experiences**

Trending Activities

Gardening & Urban Farming

Supporting Local Producers

Cooking & Artisanal Foods



**Offering a curated culinary
experience is a unique selling point &
competitive advantage**



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