Gastronomy & Agritourism Synergies

Networking with primary production and stakeholders

Ministry of Tourism of Greece
Directorate of Strategic Planning
Hiking
Observation
Photographing the ecosystems
Cultural & Religious tourism
Gastronomy & Winetourism
Agritourism
Sports tourism & Outdoor activities
Ecotourism
Hiking
Observation
Photographing the ecosystems
Quality labels issued by the Ministry of Tourism
Research on the Agritourism Label

Aims

- Primary quality research
- Rural and mountainous areas
- High resilience
- Local production-short supply chains
- Cooperation networks
- Greek village

Directorate for Research, Ministry of Tourism, November 2021-May 2022
The Directorate of Strategic Planning (Ministry of Tourism) has been assigned with the implementation of Subproject 4 “Agritourism and Gastronomy”, with a total budget of 17,185,160,00 € (including VAT).

The main objective the development of a network (interconnection system) of agri-food, gastronomy and tourism which will ultimately function as a thematic national DMO for gastronomy and agritourism.

The end-result shall reflect all existing gastronomy and agritourism-related products, services and experiences available in Greece.
Agritourism & Gastronomy

3 steps

INDUSTRY STUDY
STRATEGIC ACTION PLAN
Financing an industry study concerning the mapping of offered products and services and a respective strategic action plan

BRANDING AND PROMOTIONAL ACTIVITIES
Branding and promotional activities for both the information and mobilization of interested parties to participate in the network and the international promotion of the network

PLATFORM WITH INTERACTIVE DIGITAL MAPPING
Development of a platform with interactive digital mapping of the existing tourism products and services, to be connected to the portal of the Greek National Tourism Organization www.visitgreece.gr.
Agri-Food, Gastronomy & Tourism Interconnection System

- PDO-PGI-TSG Products
- Culture
- Accommodation
- Wine Tourism
- Festivals/Local Markets
- Authentic Experience
- Budget 17m

Under development
Thank you for your attention!!

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