The relationship between food and tourism has an important place in tourism studies, this research presents conceptual ambiguity on tourism associated with local food. For this reason it is important to review the food as a tourist attraction, from its function as a marker of territorial identity to create authentic experiences. The aim of this paper is to reflect on the link between agriculture, food and tourism, in order to understand how these intersections affect the consolidation of new tourism trends.

KEY WORDS: Cultural tourism, emblematic food, agriculture, tourism studies, socio-economic transformation.