

THE "FARM SHOPS" AS PLATFORM FOR PROMOTING LOCAL GASTRONOMY AND ITS POTENTIAL ASSOCIATED WITH TOURISM

The Case of "Hofläden" (Mecklenburg-Vorpommern Germany) and "Agrobotigues" (Catalonia, Spain)

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The article compares the region of Mecklenburg-Vorpommern (Germany) and Catalonia (Spain), illustrating one of the diversification strategies of rural areas in Northern and Southern Europe by means of the so called "farm shops" and shows how they can contribute in promoting the local culinary products sold to tourists. To achieve this, it compares the products and the way they are sold in the two areas and concludes that there is a tendency to promote the local products linked with the territory, reflected in quality labels such as "Appellations of Origin (DO)", "protected geographical indications (PGI)" or "Bio products".

KEY WORDS: *cuisine, local product, farm shops, Germany, Catalonia, rural diversification, tourism, culinary tourism.*