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# Rural resources and tourism in the process of local development: a case study in the Siena Province

Veronica Alampi Sottini, Irene Travaglini, Silvio Menghini\*

*Keywords:* Rural tourism, wine and food typical products,  
tourist segmentation

In the last decade rural tourism has gained growing importance among other more traditional forms of tourism. Recent research shows that among the factors that have determined the success of rural based tourism there is the shift in tourists preferences from the mere search for a destination to visit towards the aspiration to live a real and authentic experience. In this sense, a tourist experience in the countryside can arouse emotions and feelings and satisfy the quest for “the real”, which is a distinctive attribute of what has been labeled as “*the postmodern*” tourist. As a traditional element of cultural heritage, gastronomy is a major ingredient of tourist activities: it holds a privileged place within the tourist quest providing part of the sense of place. Tasting, buying and bringing home local produce is the guarantee of an experience lived differently from daily life which prolongs and reinforces the journey.

The objective of this paper is to verify and quantify in a specific case study the nature of the relationship between the tourist movement in a rural area and the importance of rural resources (including wine and food products). Drawing on research from the province of Siena, a popular destination in South Tuscany whose economy is mainly based on tourism and agriculture, the paper examines the role that rural resources play on the local tourist movement in order to evaluate how rural resources – directly generated by agricultural activity – contribute to define the identity of this territory as it is perceived by the tourists visiting the area.

\* Veronica Alampi Sottini, UNICESV - University of Florence, Florence - Italy, veronica.alampi@unifi.it Tel. 055 3288278.

Irene Travaglini, University of Florence - DEART - Florence, Italy, irene.travaglini@unifi.it Tel. 055 3288220.

Silvio Menghini, UNICESV - University of Florence, Florence - Italy silvio.menghini@unifi.it Tel. 055 3288406.

This evaluation has been carried out through a direct survey on a sample of 400 tourists visiting the Siena province during the Summer and Autumn 2008 and through several interviews with key experts of the local tourist industry. Data have been analyzed in order to obtain a detailed profile of the tourist demand at local level, in particular in what concerns the characteristics of the stay and the tourist expenditure behavior. Furthermore, the direct survey has aimed at understanding the influence of rural resources in the process of destination choice and, afterwards, as a factor of tourist satisfaction. In the end a cluster analysis has been applied in order to segment the tourist demand according to the preferences expressed for rural resources. The main aim of the tourist segmentation has been first of all to understand if the degree of support and appreciation for rural resources is the same among all tourists and secondly, if differences in this aspect correspond to differences in socioeconomic and consumption patterns features.

The results show that in this particular case study, the agricultural activities that generate positive externalities on the rural areas give an important impulse to the attractiveness of the territory, thus contributing to the socioeconomic development of the area. The degree of support and appreciation for rural resources differs by tourist segments but above all in the time that precedes the holiday, in the moment of destination choice while the level of satisfaction during the holiday is high in all segments. Different degree in appreciation for rural resources correspond to differences in socioeconomic and expenditure behavior with “*rural oriented tourist*” presenting the highest level of education, the highest income and the highest percentage of travel expenditure on typical wine and food products.

# Where do we go from here? The challenges of Canary Islands' wine sector – two years on

Abel Duarte Alonso, Yi Liu\*

*Keywords:* Wine, wine sector, winery operators, challenges, Canary Islands

The latest global economic crisis has had a dramatic effect on Spain's tourism and other sectors. From arguably enjoying economic growth and wealth for almost a decade, the decline in tourism has had significant repercussions, seriously affecting the nation's economic foundation. Current news and reports also acknowledge the struggle that wine regions in the 'Old World' are facing (see, for example, Henley, 2009), including the Canary Islands (Hernández, 2008), an ultra peripheral Spanish province.

Given the current problems, and the vulnerability of the Canary archipelago in many respects (e.g., geographic isolation, lack of sufficiently large alternative industries) this region has been seriously affected by the economic crisis, especially in decreasing tourist numbers (El Día, 2009a) and raising unemployment figures, a staggering 26.9% of the active population (Noticias Gran Canaria, 2010). Problems have also affected many of the archipelago's rural sectors (agriculture) and sub-sectors, including that of wine grape growing. The effects of the current crisis have aggravated recent problems that parts of the sector was trying to recover from, including recent devastating heat waves and fires (El Día, 2008; El Día, 2009b).

In the last decades, the Canary wine sector has however made significant strides from the days of simply growing grapes to make wines for household

\* Abel Duarte Alonso, Ph.D., Researcher and Lecturer, University of Western Sydney, School of Management, Locked Bag 1797, Penrith South DC, NSW 1797, Australia; Telephone: (02) - 9685 - 9436; Fax: (02) - 9685 - 9593; Email: a.duartealonso@uws.edu.au; Honorary Fellow, School of Marketing Tourism and Leisure, Edith Cowan University, 100 Joondalup Dr., Joondalup, 6027 WA, Australia, email: a.alonso@ecu.edu.au. Research interests include business-related areas of concern of small and medium enterprises (SMEs), urban (e.g., hospitality) and rural (e.g., wineries), as well as wine consumer and winery visitor behaviour.

Yi Liu is a PhD candidate at the Curtin Business School, Curtin University, Western Australia. Her research interests include international business, export strategies and human resource management. Email contact: Yi.Liu@curtin.edu.au.

consumption, or selling bulk wine at local restaurants and bars, including the 'guachinches,' traditionally known as casual (not licensed) bars or eateries, often set up in households (Jolonch, 2007).

Against the background of multiple challenges, but also of opportunities, the present study extends from preliminary research in 2007, to delve into the developments that continue to unfold in the Canary Islands' wine industry. Winery owners, wine makers and managers of 55 wineries located in the six wine producing islands participated in face-to-face and telephone interviews. The general view among participants is very concerning regarding current challenges they are unsure how to tackle, whereby the marketing of the wines appears to be the most serious issue for wine producers to overcome. Additionally, the slump in tourism arrivals and winery operators' inability, lack of knowledge or expertise to have maximised the potential of tourism as a direct source of revenue during the years of 'tourism bonanza' add to the already challenging environment producers have to deal with, especially due to quality issues affected by weather issues and disease on the vineyards. Several implications are drawn from the findings and themes for future study are identified.

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# Wine, Tourism and Wine Tourism in Spain: A Country Profile

Abel Duarte Alonso, Martin A. O'Neill\*

*Keywords:* Spain, wine, wine industry, tourism, wine tourism, wine regions, wine routes, profiles

Current competition from new, exotic and cheaper destinations, coupled with the present economic downturn have greatly impacted the tourism industry in many nations, with a significant loss in tourist numbers and much needed revenues. This scenario is particularly true in Spain, which is traditionally one of the world's leaders in tourist arrivals. Coupled with this threat, competition from emerging and / or more established tourism regions and countries, in addition to behavioural changes among Spain's own consumers have all dented the marketing potential of Spanish wines at a national and international level.

Against this background of harsh realities, there has been an emergence in rural-based activities that might, if only in some ways, dampen the impact of the current crises in the wine and tourism sectors. For example, while already a reality in many New World wine regions, the blending of wine and tourism appears to becoming an activity encouraged and promoted by many small Spanish wineries. The recent establishment of new wine routes or concepts

\* Abel Duarte Alonso, Ph.D., Researcher and Lecturer, University of Western Sydney, School of Management, Locked Bag 1797, Penrith South DC, NSW 1797, Australia; Telephone: (02) - 9685 - 9436; Fax: (02) - 9685 - 9593; Email: a.duartealonso@uws.edu.au; Honorary Fellow, School of Marketing Tourism and Leisure, Edith Cowan University, 100 Joondalup Dr., Joondalup, 6027 WA, Australia, email: a.alonso@ecu.edu.au. Research interests include business-related areas of concern of small and medium enterprises (SMEs), urban (e.g., hospitality) and rural (e.g., wineries), as well as wine consumer and winery visitor behaviour.

Martin A. O'Neill, Ph. D., Professor and Program Director, Hotel and Restaurant Management, Auburn University. Research interests Continuous Quality Improvement (CQI) and its application within the broad tourism, hospitality and restaurant management fields, service encounter and service recovery. Contact: 328A Spidle Hall, Auburn University, Auburn, Alabama 36849, USA, Ph +344 844 3264, Fax +344 844 3279 (Email: oneilm1@auburn.edu).

are gaining in popularity, as are the cases of rural and agro-tourism, illustrating how Spanish wine and tourism stakeholders could improve the existing unfavourable conditions.

The present study addresses the potential for and challenges facing Spain's wine industry, as well as its tourism industry, and the potential for these two important sectors to benefit wineries and tourists' alike by enriching the travel experience and at the same time developing a sustainable business concept. The pertinent literature is consulted, both academic and non-academic, particularly recent reports and other forms of information concerning Spain's wine and tourism. This approach was chosen to provide an overall foundation of current developments taking place in these traditional and economically critical sectors.

The current crisis in the wine and tourism sectors calls for a well-structured, longitudinal approach to create alternative (tourist) activities and products. Of absolute importance is also to monitor whether wine is being successfully integrated into this new dimension of tourism, food and experiences and make needed improvements over time to withstand changes in consumer behaviour, trends, or even crises. Moreover, executing strategies to diversify and 'go back to one's roots,' offering uniqueness, tradition and culture in different ways are strongly suggested avenues to minimise current problems and maximise future potential.

# A knowledge-based model for the development of food tourism

Giovanna Bertella\*

*Keywords:* knowledge, food tourism, conceptual model

The aim of this paper is to present a conceptual model of the knowledge resources that can be relevant in the development of a sustainable type of food tourism. The development of such a model is based on previous studies and on empirical data from a case study.

The approach to sustainable tourism adopted in this paper is in accord with some of the recent tourism literature contributions in this regard. Sustainable tourism can be described as a kind of tourism that meets the present and future needs of the tourism industry and of the host region, including economic, environmental and socio-cultural aspects (Hardy et Beeton, 2001). Some scholars have elaborated such a concept, viewing sustainable development as a knowledge-based set of practices where different types of expertise are integrated, and sustainable tourism in particular as a flexible and adaptive paradigm characterized by several elements, among which pluralism, communication and social learning (Hunter, 1997; Tremblay, 2000; Hardy et Beeton, 2001; Farrell et Twining-Ward, 2004; Moscardo, 2008; Plummer et Fennell, 2009; Williams et Ponsford, 2009). According to such a position, the integration of different types of knowledge is considered a necessary prerequisite for sustainable tourism, and, being often different types of knowledge detained by different types of actors, networking is viewed as a critical factor (Jamal et Getz, 1995; Tremblay, 2000; Bramwell et Lane, 2000).

In such a perspective, the development of a type of food tourism that can be regarded as sustainable can be viewed as a process that requires a strategic integration of different types of knowledge through networking among different actors. Such a process can contribute not only to develop a type of food tourism that can be regarded as sustainable, but also to the quality

\* Giovanna Bertella, Department of Engineering and Security, University of Tromsø, Tromsø, Norway.

and the innovativeness of the tourist offer (Brunori et Rossi, 2000; Hjalager, 2002). The integration of different types of knowledge and the involvement of different types of actors imply the co-existence and combination of different perspectives, and of traditions and modernity, addressed by some scholars as a success factor for the construction and valorisation of local heritage, culinary heritage included (Bessière, 1998; Cordigliano Antonioli, 2002; Hall et al. 2003; Tregear, 2003; Hall, 2005).

Based on such considerations, the present paper is focused on the development of a conceptual model that illustrates the types of knowledge relevant in food tourism and their roles. Such a model represents a theoretical tool that can be adopted in the first stage of a knowledge management process, the one relative to mapping the existing knowledge resources of a tourist destination (Cooper, 2006).

The underlying understanding of knowledge the model is built on is inspired by Brown et Duguid (1991) and Nonaka (1991). In accord to such a position, the proposed knowledge-based model is to be considered a relational model where the represented knowledge resources are complementary, and are created and transferred through social interactions that involve both theory-oriented actors and practitioners.

The starting point for the development of such a conceptual model was a review of previous studies within the Tourism and Rural Development literature. In particular, the identification of relevant types of knowledge in rural contexts by Csurgò et al. (2008), and in the specific case of food production by Fonte (2008), the reflections in terms of complexity of the phenomenon of food tourism by Richards (2002), and in terms of networking and *terroir* by Hjalager (2002) and Bonetti et al. (2006), were adopted to elaborate a first version of the model. In a second moment, a case study strategy was adopted to contribute to the development of a final version of the conceptual model (Yin, 2003). Based on a mix of literal and theoretical replication, two geographical areas were identified as interesting cases and the experiences in terms of food tourism in Maremma Toscana (Italy) and Lofoten (Norway) were investigated (Bertella, 2010).

The results of this study indicate five types of knowledge as particularly relevant in food tourism: local food knowledge, scientific food knowledge, tourism knowledge, local managerial and political knowledge, and global managerial and political knowledge. The conceptual model can be graphically illustrated with a regular pentagon where each vertex represents a specific type of knowledge. Each case of food tourism can be illustrated with a profile within the area delimited by the pentagon. Such a profile can be interpreted as an indication of the knowledge resources food tourism can be built on. The results of the case study suggest that the roles of such types of knowledge depend on the lo-

cal *terroir*. The latter element outlines the necessity of adopting the proposed model together with other theoretical tools, for example SWOT and PESTEL analyses. The overall result of such analyses can support decision making, giving an indication about the form of food tourism to promote, the target-group of interest, and, eventually, whether food tourism is a realistic developmental path for the specific destination of interest.

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## Film-induced food and wine tourism in Marche: the phenomenon of TV reality shows produced for Nordic countries

Alessio Cavicchi, Gian Luigi Corinto, Stefania Ghergo\*

*Keywords:* media-induced tourism, rural communities, Marche (Italy)

According to Busby and Klug (2001) media-related tourism involves visits to places celebrated for associations with books, authors, films and television programmes. It has been recognised on an international scale that destination-specific film and television has the power to increase tourism demand (Connell, 2004).

Recently Eyeworks, a media company founded in 2001 in The Netherlands, one of the five largest independent production companies in the world, has recently changed the traditional concept of reality format. Shifting from a Big Brothers static location to a dynamic village-set, the format is based on four couples who want to live an idyllic life in Italy getting the chance to make their dreams come true. In “The Italian Dream” reality, the couples are given the challenge to work together renovating and decorating a beautiful villa in a lovely Italian village and turn it into an attractive Bed & Breakfast. They are also taught and tested on the Italian language and learn how to cook like true Italians. The winners have the chance to win the management of the Bed and Breakfast they are able to restore.

The Italian Dream had a second season in The Netherlands and Belgium, had its first run in Denmark and Sweden, and is currently in production in Spain. It takes place in little villages located in Marche Region: Piticchio, Rosora, Montelparo and more recently Lapedona.

Local rural communities are involved and play an active part in the reality, because whilst couples believe they are being judged by a jury consisting of a chef, a contractor and an Italian language teacher, it’s a secret council of the local villagers who decide the winners.

This has been, and currently is, a good opportunity to both advert a place

\* Alessio Cavicchi, Gian Luigi Corinto, Department of Studies on Economic Development – University of Macerata - Italy.

Stefania Ghergo, Gallery Hotel Recanati – Macerata - Italy.

and educate rural communities to start a knowledge approach towards different cultures and languages. Moreover, an increase of presences and arrivals from Nordic countries has been observed together with the opening of new routes from Ancona airport to The Netherlands and Belgium.

Thus, the aim of this paper is to investigate the impact of a TV programme on rural tourism and development in Marche region in terms of both social and economic indicators.

In order to carry out this work together with a collection of secondary data and statistics on tourism trends, a study is performed through the key informant technique, that is, the use of expert sources of information (Marshall, 1996). According to Tremblay (1955) this qualitative technique is suited to collect descriptive data difficult or time consuming to get through structured data-gathering techniques, such as questionnaire surveys. The main advantage is that notwithstanding the small sample of respondents, it makes it possible to collect a great amount of good quality data in a relatively short period of time. A group of key informants such as members of local communities, participants to the reality, local politicians, and managers and entrepreneurs belonging to the horeca and agritourism sectors, have been interviewed.

Results show a general satisfaction from both local communities and municipalities members. Nevertheless some critical points can be stressed in terms of lack of coordination among local governments that could have been a way to push and reinforce the impact of this programme on the territory.

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# The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany

Alessio Cavicchi, Cristina Santini, Monica Faraoni, Chiara Seghieri\*

*Keywords:* wine tourism, Italy, brand attachment, causal attribution

Recent years have seen an increasing demand for quality and terroir products, nonetheless tourists' interest in food and wine related destinations has grown; demand has driven an expansion of the number of food and wine quality certifications designed for guarantee the overall quality of the products and to certify the coherence to production process standards.

In Italy, the wine tourism business has generated in 2007 a total turnover of 2.5 billion Euros, (Somoza, 2007) representing half of the total turnover from food and wine tourism and, moreover, 50 million of tourists (30 million Italian and 20 million foreign tourists) have visited, at least once a year, a site enjoying its food or wines.

Food and wine tourism seems to be profitable and capable to offer business opportunities for small companies. Tourism destination promotion plays a key role in catching visitors' attention. A significant population of local associations, that includes 120 wine routes and 546 wine cities (Osservatorio Turismo del Vino, 2009) and other eco-gastronomic organizations, is proactively involved in promoting wine and food tourism.

This study intends to perform a comparative analysis on two Italian regions, Tuscany and Marche, which produce finest wines, but have a different positioning in the Italian wine Industry (ISMEA, 2007).

Background literature (Santini et al., 2010) has explored the role the associations such as Slow Food, Strade del Vino (Wine routes), Strade dei Sapori (flavour routes) and Movimento Turismo del vino (Wine Tourism Movement) have played in boosting the wine and food tourism business.

There is no doubt that the "tourism of taste", as it has been defined by

\* Alessio Cavicchi, Cristina Santini, Monica Faraoni, Chiara Seghieri, Ulrich Orth, Albert Stoeckl, Department of Studies on Economic Development University of Macerata P.zza Oberdan, 3, 62100 Macerata, Italy.

Hall et al. (2003), has found a wide consensus among scholars: being a clear example of special interest tourism (Hall and Mitchell, 2001) this research issue could provide useful insights for studying other niche tourism systems with similar characteristics; secondly the wine and food tourism is an outstanding example of businesses interactions (Hall et al. 2003). Furthermore, wine and food tourism appears as a breeding ground for the implementation of specific explanatory theoretical frameworks, borrowed from other disciplines, such as the model proposed by Pine and Gilmore (1998) in the field of experience economy and recently adopted as an interpretative perspective for the wine and food tourism (Santini et al., 2009).

Background literature provides excellent descriptive cases related to some specific areas; recently some scholars (Orth et al., 2010) have performed a cross country analysis in order to outline any possible similarities in wine tourists' visitors behaviour across countries by exploring attitudes and motivation and the impact of wine tourism on the rural area development.

Given the importance of places as tourism destination in the process of visitors' attachment to regional brands (i.e., typical foods, arts and crafts, or apparel originating from a designated geographical place) (Iversen and Hem, 2008) and relations between consumer affective experiences and their attachment to places in a tourism, leisure, and recreation context (e.g., Gross and Brown, 2006; Hammitt et al., 2006) most of previous research has examined the existence of a direct relationship between consumer affect and post-visit brand attachment (e.g., Orth et al., 2010). In this paper we will investigate the attributional process that explains such an association. The research design is based on a wider extensive research carried out between 2009 and 2010 by Orth et al.. By using a survey procedure we have collected 380 of valid responses; data analysis has been carried out in order to estimate and measure dependent and independent variables. Measures for independent variables included multi-item batteries for pleasure, arousal, and satisfaction as well as measures of brand name strength and place attachment. Dependent measures included multi-item measures of causal attribution (i.e. measures of the strength of place-based brand attributions), brand attachment, loyalty, and willingness to pay.

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# Tuscany in between. Local identity, wine production and global networks

Chiara Certomà\*

*Keywords:* wine, Tuscany, place authenticity, globalisation

The paper investigates the philosophical and political assumptions supporting the popular concept of ‘place identity’, exemplarily represented by Tuscany and its wine. With its numerous small, antiquated villages, Tuscany is representative of the commonly-held view of identity as connected with fairly coherent, static characters able to generate a special relation between people and places (Farina, 2000). This view is resonant with some significant voices in the geographical tradition, including romantic continental geography and contemporary Humanistic Geography (Tuan, 2003; Jiven and Larkham, 2003).

Nonetheless, with the emerging of globalisation, authentic places are increasingly endangered by the progressive erasure of physical and symbolic identity, the ‘despatialisation’ of life-processes and the ‘disembedding’ of daily experience (Taylor 1992, Giddens 1990). Consequently, the preservation of local identity, tradition and territorial integrity is pushed forward, even in Tuscany, as main objective of regional strategies of territorial development (Regione Toscana, 2008).

But, is this the true story? Are really local identities under threat because of the globalising process?

The purpose of this article is to propose an alternative consideration of place identity and global/local relations by deconstructing the romantic view of Tuscany.

The article examines a highly representative case, the so-called *affaire Brunello*, that in 2008 perturbed the *Brunello di Montalcino* wine production area in Tuscany, namely Montalcino, a most representative Tuscan village. The *Brunello di Montalcino* wine area in Tuscany has a leading role in Italian wine production, and it is regarded as a successful example of place authenticity protection, economic well-being promotion and high-quality welfare

\* Chiara Certomà, Scuola Superiore Sant’Anna, Pisa, Italy.

fulfilling. Reviewing the *affaire Brunello* with a material-semiotic approach exemplifies how the materiality of the production practices (in this case, the production of the wine, which has been regarded as an ambassador of local identity and tradition) entered the political arena and points out how illusory and precarious a long-lasting static identity can be.

The material semiotic approach suggests reality is in the making in the very sense that people, things, theories, forces, and various kinds of entities interact in form of network and *provoke* the material existence of the world (Bingham and Hinchliffe, 2008; Law 2007). It clearly exemplifies how forces of deterritorialisation and re-territorialisation (Morgan, Marsden, Murdoch, 2006) operate at the same time over the same space and encourages us to reconsider the place authenticity issue.

The case for the deconstructionist analysis is provided by the diplomatic impasse occurred between Italy and US in 2008, when, in Montalcino vineyards, some French vines were illegally introduced. The anomalies in the production process were detected by a massive use of technological control devices by inspecting authorities. As a consequence, the biological becomes political under special surveillance: regulated, controlled, evaluated, and continuously checked. The anomalies in the wine put in danger the reputation, overturned the tradition, the local authenticity and the identity of Tuscan wines – and eventually of Tuscany itself.

In reconstructing the way in which *Brunello di Montalcino* wine materially shapes politics, economic relations, social behaviours, landscape, cultural production and international narratives, the article analyses the related ‘material-semiotic’ networks (Miele, Murdoch 2003). It shows that local identity does not naturally grown out of the soil but it is generated and preserved by a long retinue of global-based practices and connections. The effect of *Brunello* ‘pollution’ with clandestine grapes is not only a matter of wine contamination or Sangiovese biological pureness in the vineyards; rather, it prefigures (or, simply, makes evident?) the unavoidable ‘contamination’ of local identity, culture, food tradition, local trust and rules. In the *Brunello affaire*, wine and land identity revealed to be a matter of things (glass, wood, wine, workers, rules, money...) flowing from one to the other side of the world.

*Brunello*, a symbol of authentic Tuscany, only exists as *Brunello* and can be enjoyed as such, through the mediation of a large apparatus of very specific scientific knowledge, laboratories practices and protocols, administrative procedures at different geographical scales, certificates and licences. Across permeable boundaries things move constantly and identities blend, so that the identity of places which people campaign to defend is the product, in large measure, of a long history of connections with other places and other stories. Tuscany is not simply under the threat of globalisation; rather, it is a

constituting force of the globalisation process. Paradoxically we need the global to protect the local and any further attempt at 'separatedness' requires interrelatedness.

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# Marketing Local Wines and Wineries: Increasing conversion of winery awareness to winery visits

Nancy Maressa Childs\*

*Keywords:* wine tourism, wine tasting, cellar door,  
local wineries, marketing, barriers

The US enjoys a large and growing domestic wine culture with strong local tradition in many states and locales. Independent wineries exhibited “explosive growth” across the past decade. The US reported a total of 6223 wineries in 2010, most being smaller local enterprises. Wineries are represented in every US state and approximately half are located in California. Ten states have over one hundred local wineries. A resurgence of smaller local wineries, especially in exurban and rural areas, sustain an agrarian lifestyle, provide locally sourced products, protect open space, and enrich the ecosystem versus the alternative of commercial development. Success factors promoting local wine tourism can be transferred to other wine cultures for consideration, or may yield insight on how to promote local wineries to US tourists.

Smaller wineries are dependent on wine sales at the “cellar door” meaning on-site. Local wineries usually enjoy a small level of state marketing support and cultivate a marketing strategy as a destination attraction. The public support has permitted a rich and experimental marketing experience as the wineries promote themselves with wine tastings and various activities. An examination of local US winery marketing practices, and attitudes of consumers aware of the wineries, yields useful insights for crafting marketing strategies to increase first time and repeat visits to local wineries.

The research attempted to distinguish the attitudinal and behavioral differences in consumers aware of local wineries, half of which visited the wineries and half of which did not. The research attempted to factor differences in attitudes, leisure preferences and identification of barriers to determine marketing approaches that would increase winery visits. Key factors emerged

\* Nancy Maressa Childs, PhD., Professor of Food Marketing, Saint Joseph's University, Haub School of Business, 5600 City Avenue, Philadelphia, PA 19131 nchilds@sju.edu.

distinguishing the consumer's level of wine knowledge versus their hedonic measure on wine culture.

A first phase of qualitative research occurred to obtain early learning on consumer awareness, trial, repeat, barriers, marketing and media recall, and image of local wines, wineries, wine trails and their wine cellar door experiences locally and across other wine regions. Respondents were screened for awareness of local wines and wineries. Because approximately 90% of locally grown wines are purchased at the winery, attention focused on the cellar door experience. A quantitative survey with local wine users/visitors and aware non-users/visitors, using a panel design and execution, was conducted with consumers who consume wines and were local winery visitors and purchasers of local wine (Visitors, n=233) and consumers who purchased wine and were aware of local wines and wineries but had not visited a local winery (Non-visitors, n=212). The survey focused on consumer awareness, trial, repeat, media recall, image, and cellar door experience. Additional findings from the qualitative phase influenced the final design and encouraged exploring consumer use of leisure time as a component of their decision to visit a winery. The Visitor and Non-Visitor samples were age 21 and over and balanced on demographic and geographic factors.

A rich set of findings emerged on the two groups' familiarity with wines, barriers to visiting wineries, visiting wineries out of state, wine purchasing behavior, intentions to visit wineries, leisure activities, media use and preference, and attitudes impacting their intention to visit a local winery. Overall, the two groups, Visitors and Non-Visitors, have similar attitudes toward local wine and wineries which support the use of a universal image and marketing campaign. Factor analysis found strong cores for wine/winery reputation and winery experience. A key discovery to enhance the appeal of local wines was the need to emphasize and romance the hedonic aspect of wine and the winery setting as opposed to expanding knowledge of wines and winery operation. Two types of barriers emerged discouraging the Non-Visitor group: personal factors and informational factors. Non-Visitors exhibited less spontaneity and a higher need to plan ahead for day trips, such as a winery visit represents. Factor analysis revealed added dimensions for Non-Visitors involving travel planning, indoor recreational preference, and buying local. Activity expectations when visiting a winery focus on tasting, and secondarily food, with cultural, educational and entertainment activity occupying a lower space. Associating the winery with a local or on-site eatery is highly desired.

Specific and significant attitudinal differences and behavior barriers emerged in factor analysis. These suggest marketing strategies for growing winery cellar door visits. The research also challenges the traditional on-site

educational activities functionally focused on operations at the winery and presents alternatives. These findings have potential for exploration in other cultures to enhance marketing efficiencies and the economic performance of local wineries dependent on on-site sales.

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# Food and Wine Tourism Integrating Food, Travel and Territory

Erica Croce, Giovanni Perri\*

*Keywords:* terroir, multidisciplinary approach.

The true journey, as introjection of an “outside” different from our normal one, implies a complete change of nutrition, a digesting of the visited country – its fauna and flora and its culture (not only the different culinary practices and condiments but the different implements used to grind the flour or stir the pot) – making it pass between the lips and down the oesophagus. This is the only kind of travel that has a meaning nowadays, when everything visible you can see on TV without rising from your easy chair (Calvino I., *Under the Giaguar Sun*, 1988).

To leave one’s place of residence with the idea of arriving in a destination noted for its prestigious agro-alimentary production, understanding its cultural heritage, making direct contact with the producer, visiting the area to see the process of transformation of the primary material into the final product, tasting the product in its place of origin, eventually buying supplies of the delicacy and returning home enriched by the experience. In synthesis, this is a description of what gastronomic tourism entails.

Amongst the many key driver factors that are able to determine the success of a food and wine destination, at least the following ones are to be seriously considered.

The gastronomic product. The transformation of a food or wine product into a tourism resource depends on whether it possesses the following characteristics: exceptional organoleptic quality, uniqueness and originality, rareness or limited production, points of sale mainly confined to place of production, traditional and cultural roots, perceived value, occasions for consumption and degree of satisfaction given by the product, shape, consistency, perfume, colour, etc.

*Terroir, milieu*, territory/region, landscape. The gastronomic tourism experience is essentially a metaphorical journey between the *cru*, a high-quality product that is intrinsically linked to a particular region and the physical,

\* Erica Croce, Giovanni Perri, Meridies – itinerari di cultura e turismo

geographical space within which it is confined; an experience which becomes richer and more enhanced if the journey touches upon the fundamental concepts of: *terroir-milieu-territoire*/region-landscape.

A cultural interdisciplinary approach. In order to study the relationship and interaction between the two components of enogastronomic tourism, tourism and food and wine production, a methodological and analytical approach together with field research *in situ* is essential. This means bringing into play several disciplines.

Transforming terroir into a tourist destination. The construction of a tourist destination does not only follow the premise that the offer *must* respond to demand: dismantling a region to create a product that responds to every single need or expectation on the market is dangerous and counterproductive, particularly when those demands have absolutely nothing to do with the spirit or potential resources of the region.

Selecting the right target group. People who expressly choose food and wine tourism are essentially cultural tourists. A highly-motivated tourist on a food and wine trail seeks out a region's resources, sets out to enjoy with all five senses a region's products and aspires to buy an object or souvenir to 'savour' when the holiday is over.

Providing the right type of welcome in the food and wine producing company. For the venture into tourism to be successful, the producer needs to take into account a set of criteria which includes the type of infrastructure available, the number of personnel, whether the atmosphere is congenial to welcoming visitors, and how the visitor experience will be planned, organized and managed.

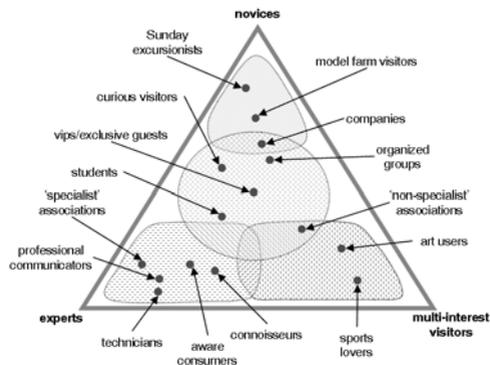


Fig. 1. Food and wine tourists: a pyramid of different types

Sustainability. Food and wine tourism generates many opportunities and gives added value for destination development, but it must be managed and organized in a responsible and sustainable way.

Individual actors and operators all have a contribution to make. For example, sustainability can be integrated into a food and wine tour or visit by adopting the measures below:

- carrying out market research to identify and select the most appropriate target;
- making sure that visitor numbers can comfortably be accommodated in the spaces available for the visit;
- channelling and disseminating information;
- giving a coherent and recognizable theme to a food and wine tour;
- informing clients about the environmental strategies adopted by the single enterprises involved in the tour;
- devising a tour or visit that is both entertaining and informative;
- constructing a tour that ensures economic success and/or ensuring continued visibility in the market;
- monitoring the effects that a tour or visit has on the destination and on production;
- ensuring that tour participants come away from the experience with an increased awareness.

Designing a life experience: Itinerary planning and organization. The ability to construct itineraries is one of the most important factors for the creation of services in cultural tourism.

The geographical aspects of a region and the thematic aspects of the holiday are the two main factors influencing the shape a tour takes in a given



Fig. 2. Different regions: choosing the best format.

destination. In fact, designing a tour route implies identifying and integrating a basic set of variables, such as:

- the main themes of the holiday;
- the geomorphological and cultural features of the area;
- the richness, value expressed and location of resources;
- the presence and distribution of tourist facilities and services (accommodation, restaurants, etc.);
- technical aspects (length of stay, means of transport, type of rest stops, length of journey times between stopovers, etc.).

Quality. A tourist region, a food or wine production business, a restaurant and so on, can all demonstrate quality if they possess the correct characteristics and can show that they are in a position to provide all that is necessary for tourism from the point of view of infrastructure, the environment, production, social conditions and sustainability. The price-quality ratio must also be correct, otherwise there is a risk of asymmetrical information. But this is not all. The human factor is equally important in contributing to the atmosphere and quality of a client's experience in a destination.

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# Wine Roads in the Development of Rural Tourism of North Western Croatia: Medjimurje Wine Road as Good Practice Example

Damir Demonja & Rebeka Mesarić Žabčić

*Key words:* Medjimurje County, Wine Roads, Rural Tourism,  
Medjimurje Wine Road.

Regarding the importance of specific segments of rural tourism, this lecture/article will analyze in details one of the example of good practice of Croatian continental wine roads, the Medjimurje Wine Road, its sustainability following its design/structure and implementation, until today, with an emphasis on inclusion and «coexistence» with heritage in the broadest sense (the culture of wine consumption, wine cellars, wine tasting, old crafts, gastronomy, tradition of the researched area, etc.). The article will also analyze the achieved results of the Medjimurje Wine Road, which can be used to develop this segment of rural tourism in other Croatian areas. Finally, the processed experiences will be extracted in terms of recommendations, guidelines for the promotion and development of the wine roads as one of the most important aspects of Croatian continental rural tourism.

## *Methodology*

Work methodology on the researched subject consisted of:

1. collection and analysis of existing relevant literature and documentation on rural tourism in Medjimurje,
2. collection and analysis of existing relevant literature on Medjimurje Wine Road,
3. field work and visits of facilities/farms and families, situated on Medjimurje Wine Road, and
4. writing a lecture/article on the basis of collected/obtained researched results.

In addition, it was also used a database founded on theoretical consulting the existing literature, as well as interpretation, comparison and analysis of data collected from other secondary sources, cartographic analysis, graphs,

spatial plan of Medjmurje County, interviews with tourism professionals from Medjmurje County, as well as the internet.

### *Context and results*

Tourism of Medjmurje is based on traditional culture of Medjmurje village, and its modern components are preserved environment, healthy and untouched nature, food produced in fields that are uncontaminated with pesticides and herbicides, high-quality awarded wines, exploitation of the Mura river and its shoreline, hunting tourism, opening a wine tasting places, wine shops, and other forms of rural tourism. It should also be noted a gastronomy based on a traditional cuisine, linked to the movement of organic agriculture, which is represented on the Medjmurje Wine Road. Preserving indigenous culture of rural life is a modern and thoughtful way of developing tourism in Medjmurje, which is in accordance with the ICOMOS «Chart on Cultural Tourism», because it does not destroy culture and provides an opportunity for tourism sustainability, not just passively, preserving cultural forms, but above all, active, achieving economic aspects.

Importance of Medjmurje Wine Road is reflected in the fact that it is an integral part of the overall tourist offer of Medjmurje County, and with its organization, purpose and results it is set aside from, unfortunately, still present phenomenon in Croatia characterized by insufficient activity to identify contemporary trends in tourism, disorganized environment and facilities, insufficient education, lack of diverse content, the required capital and entrepreneurship. Medjmurje Wine Road, that includes around twenty winegrowers and winemakers, is an example of good practice and well-kept wine road, which is active involved in the tourist offer. Although tourism in Medjmurje County is not a primary activity, it is interesting to note that the Medjmurje Wine Road is significantly involved in county's rural development.

From the example of the Medjmurje Wine Road follow number of experiences, which could serve as a recommendations for the promotion and development of wine roads, as one of the most important form of Croatian rural tourism, and these experiences are detailed explained in the article.

In Medjmurje County rural tourism seeks to consolidate and rebuild county's relatively well-organized space with its wide range, including the Medjmurje Wine Road, and offer it to the tourists as customers, while acknowledging the importance of the environment for the development of rural tourism. Rural tourism in Medjmurje County has the potential to

meet the expectations of tourists, create additional income, employment and entrepreneurial opportunities of the local population, as well as serve as support for other economic activities. Current practice of development of rural tourism in Medjmurje County, especially the development of wine roads, proved to be very successful, especially in the development of small entrepreneurship by instituting tourist rural family farms, and since it was started deliberately and intentionally it could serve as an example of good practice of development of rural tourism in other Croatian regions, especially continental ones. To develop rural tourism in Medjmurje County successfully, especially its other forms, including the wine roads, it is important to work more on effective legislation and to try to remove administrative difficulties in establishing tourist rural family farms. Since Medjmurje Wine Road is developed in the Upper Medjmurje, it should explore the opportunities and the factors that rural tourism comes to life in the area of Lower Medjmurje. In all above mentioned activities, the active participation of local and regional communities, or county, particularly in securing the necessary, and yet still insufficient/inadequate, financial support, is very important.

As the presented example of the Medjmurje Wine Road showed, wine roads are part of the broad concept of rural tourism, which encompasses much more than just a holiday in the countryside. They are intended for targeted groups of consumers, tourists, lovers of wine and wine culture, and they are also important because it allows direct contact between producers and consumers using the products. Wine roads are promising option for a better future of rural communities, rich and good potential, which further possibilities for exploitation should be taken into account, because they make tourist offer special and richer in the area where they are existing. Maintenance the wine roads contribute to increasing security in rural areas, which are becoming a significant holder of numerous activities, improvement of agricultural production, as well as rural development and rural tourism in a whole.

# Identity expressed by local food tradition

Marco Di Mauro, Monica Vanni, Sonia Trampetti,  
Antonio Raschi, Donatella Cinelli Colombini\*

*Keywords:* Local food products, traditional receipts, restaurants,  
observatory of sustainable tourism

Local food tradition is a relevant component of destinations identity and cultural heritage. Tourism on one hand generates a demand of authenticity and local tradition, on the other hand tourism pushes local offer to anonymous general standards due to globalisation. For many places the maintenance of local food tradition is essential to keep destinations identity alive, especially in Tuscany, where food reputation is central. Tuscany holds a gastronomic heritage, which has long exceeded its borders and brings everyday many tourists in search of traditional knowledge and flavours within the frame of agri-tourism or rural tourism.

The present research work is part of a regional project called NECSTouR (a network of European regions committed to the issue of sustainable tourism). NECSTouR aim is to settle a municipal observatory monitoring 10 topics: culture conservation, nature conservation, water consumption, energy saving, waste management, deseasonalization, citizens quality of life, quality of work, transport and destination identity. Local stakeholders and decision makers are invited to give positive contribution to the observatory activities and discuss outcomes in order to address policy and governance into a more sustainable and competitive tourism.

In this context the municipality of Siena decided to focus a relevant section of the research on identity and particularly on local food tradition.

This paper will bring together two related avenues of inquiry and empirical research regarding local food offered in restaurants in Siena. It will first present the findings of a research study conducted via a questionnaire distributed to 67 restaurants in Siena city centre in summer 2010. The purpose

\* Marco Di Mauro, Sonia Trampetti, Antonio Raschi, IBIMET, CNR, via Caproni, 8, 50145 Firenze, Italy.

Donatella Cinelli Colombini, Monica Vanni, Assessorato al Turismo, Comune di Siena, 53100 Siena, Italy.

of this study was to investigate how much local products are used as ingredients in the selected restaurants.

The second research study, being conducted in summer 2010, explores if restaurateurs feature local traditional receipts. Additionally a panel of four experts analyses the menu of the selected restaurants in order to assess if local traditional receipts are adequately featured.

This multi-layered project research examines the importance of local food and traditional receipts featured in restaurants in relation to tourism in Siena. Is tourism a threat for local food tradition and identity or an opportunity for local food industry sector? Both theoretical opposite positions are true: tourists presence has a negative and a positive impact on traditional receipts execution by the restaurants.

# Food tourism and destination promotion Introduction in Uzbekistan

Barno Egamberdieva\*

*Keywords:* local food, destination promotion, food routes, cultural heritage, regional identity

Wine and Food form the essential part of tourists' experiences. Along with standard attractions, local food & wine are the significant criteria influencing the choice of a destination.

Whether food or wine is considered as a passion for travelling or an ordinary thing, each tourist has a chance to savor the local food and wine that give better understanding of the place and the culture of its people. Thus, wine & food representing a part of cultural and historical heritage lead to the attractiveness and competitiveness of the destination.

Given the opportunities specifically of the food tourism this paper explores its possible contribution for creating the image of the destination and its promotion. This concept is especially applicable in «off the beaten path» destination as Uzbekistan. This work is aimed at providing the framework for introducing food tourism in Uzbekistan. This paper investigates how Uzbekistan's unknown cuisine can serve as a destination product and be implemented in luring the tourists.

## *Introduction*

Modern travelers' today demonstrate the preference for authentic and artisan foods prepared according to traditional recipes and that emphasize the culture of a place. Food preparation and serving traditions highlight the uniqueness of a place and add value to the destination. Food tourism is a new concept in Uzbekistan. This work presents its introduction as a part of Uzbekistan's single important culture and heritage tourism.

\* Barno Egamberdieva, Oriental Express Central Asia - 50/7, c-5 block-100017 Tashkent -Uzbekistan, begamberdi@yahoo.com

The paper findings present the culinary tourism potential of Uzbekistan and how can it be properly managed. Uzbekistan's bazaars & teahouses are suggested as main food tourism attractions. Uzbek cuisine is recommended as the base for new tourist activities within food tourism.

This work suggests three main cities of Uzbekistan: Tashkent, Samarkand and Bukhara to be promoted as the food tourism routes. The special focus is Tashkent. Its food tourism potential and accessibility provides the exceptional opportunity for increasing the attractiveness of the city. The proper implementation of the city's food tourism potential enables changing its status as the stop over point and can lead to the extended stays.

The research findings of information presented online on the country reveal the lack of detailed information on Uzbek cuisine and specialized food tour itineraries by local tour operators and travel agencies. The paper presents number of suggestions and recommendations collected from the best practices in food tourism which are applicable in Uzbekistan. The research has also underlined the necessity to distribute detailed information on the country and its cuisine. For this reason, special attention in developing the food tourism in Uzbekistan is given to World Wide Web.

This paper reveals how the food tourism in Uzbekistan can lead to tourists' better experiences and make it a worth visiting place.

### *Uzbekistan's tourism overview*

Culture and heritage tourism is the most important and developed niche tourism in Uzbekistan. There are more than 4000 historical-architectural monuments, 90% of them belong to Islamic culture. Samarkand, Bukhara and Khiva- three cities of Uzbekistan were leading trade centers of the Great Silk Road. Moreover, Samarkand and historic centers of Bukhara, Ichan Kala- a historical monument in Khiva, and historic center of Shakhrisabz are included in UNESCO World Heritage List (UNESCO World Heritage Center website). This historical and cultural legacy demonstrates Uzbekistan's competitiveness among Central Asia's tourist destinations.

### *Uzbekistan's food tourism potential*

Uzbek bazaars are among the main attractions giving the visitors the possibility to experience the oriental life. Still like in old times lively during the day and abundant with various products bazaar offers gastronomic experi-

ences to its visitors. Oriental markets especially in main tourist destinations like Samarkand, Bukhara and Tashkent are located in vicinity to historical monuments and are included in majority of the tour itineraries. Among the most attractive gastronomic products are spices, breads and fruits. The intercultural exchange between different cultures and the Great Silk Road introduced the use of various spices in the Uzbek cuisine that is displayed on the stalls of the local markets. Apart from spices, each market of the regions has its own bread that differs in its appearance and taste.

The Uzbek melons and grapes should also be noted. Uzbekistan has more than 160 types of melons cultivated in various parts of the country. They are of different shape, color and taste. (Mavlyanova R., Rustamov A., 2005) In addition, Uzbekistan is the second largest producer of grapes among ETC (Early Transition Country) followed by the Republic of Moldova (Agriculture handbook, Grapes. Wine. 2009). The research has revealed the absence of specialized gastronomic tours introducing the local products. Given this agricultural potential creating specialized market, melon and grape tours can educate the tourists about local produce and country life of Uzbekistan.

### *Food tourism destinations of Uzbekistan*

At an initial stage Tashkent, Samarkand and Bukhara are suggested to be promoted as the main destinations in developing the food tourism. These cities have international airports, cultural attractions and accommodation facilities.

Tashkent is the capital of Uzbekistan and serves as the main hub for international airlines. In comparison to Samarkand and Bukhara it doesn't have the variety of historical monuments. The gastronomic potential of Tashkent with its 260 restaurants, cafes and bars in total (business directory of Uzbekistan [www. Goldenpages.uz](http://www.Goldenpages.uz)) can serve for increasing its attractiveness and lead to longer stay. The variety of restaurants enables offering the cooking classes for interested travelers both in a restaurant located in the city or with a chef of a hotel.

Samarkand and Bukhara apart from historical monuments have other things to offer. Samarkand can be promoted for its Wine plant founded by Russian chemist M. Khovrenko in 1927 and its bread which is baked according to the recipe carefully preserved by local bakers. Bukhara is an important Islam centre of the Central Asian region, besides this image it can serve as an attractive spot for its teahouses where the visitors can immerse into the life of local people and visit the yearly International Silk and Spice festival organized by UNESCO's World Crafts Council Asia Pacific Region.

### *The introduction of food tourism in Uzbekistan*

Given that food tourism is an integral part of cultural and heritage tourism it has the potential for development in Uzbekistan. Introducing food tourism in Uzbekistan will lead to its attractiveness as a tourist destination; it will educate the tourists about local culture and enhance their experiences. Moreover, “Despite the fact that the main tourism destinations in the country are rich with cultural attractions, there is a general lack, with the exception of Tashkent, in entertainment and many tour operators complain that they do not know what could be suggested to the tourists after the traditional visit to cultural attractions» (UNDP “Uzbekistan’s tourism sector- an unrealized potential” 2007) from this perspective food tourism will lead to the diversification of the tourism products.

The research of the tourism offers of the local 40 tour operators and travel agencies located in Tashkent and Samarkand offering inbound services have revealed only 1 company in Samarkand and 5 companies in Tashkent, have just 2 types of culinary tours that are limited to either wine tasting or festive spring dish («sumalak») cooking. Information on cuisine of Uzbekistan on the websites of the tour companies and agencies is scarce. Interestingly, information on Uzbek cuisine is widely available on international culinary websites and personal blogs. For example, «The world gourmet» journal provides description of Uzbek main dish- “Plov” and the English website dedicated to pasties around the globe describes Uzbek pasties as “samsa” and “manti”.

As Uzbekistan can’t not be promoted as the solely food tourism destination this paper suggests its introduction as the part of its culture and heritage tourism.

### *Tourism offers diversification*

The tour itineraries can be developed by including culinary experiences. It is strongly advised to prepare the offers according to the visitors who have already visited Uzbekistan and potential tourists. To stimulate the repeat visits the tour itineraries may include the visits to selected teahouses and restaurants to try national dishes or participate in cooking classes and learn new skills. For potential visitors, culinary experience can be partially included into the tour program and the guide will be required to provide detailed information on gastronomy during the visits to markets, lunch and dinner in a local restaurant or a teahouse.

*Information on Uzbek gastronomy: new approach*

The dissemination of information on Uzbek cuisine will play a crucial role in introduction of the food tourism in Uzbekistan. It is suggested to create the website dedicated entirely to Uzbek gastronomy. The website should provide the description of local specialties and be region specific. In addition it should provide visual experiences through virtual tours and short videos to give the visitors better understanding of the destination.

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# The Use of Food Safety Systems in Hotel Kitchens for Developing the Competition Advantage

Sibel Güler\*

*Keywords:* Hygiene, HACCP, Food Safety Systems, Competition Advantage

In the competitive conditions of the present day, companies should have a new service and quality vision that can make a difference. Presenting the same menu and activities can be done by almost any hotel company. To stand out from others, serving customers with a different service and quality vision is among the most important requirements for companies ([www.wcs.com.tr](http://www.wcs.com.tr)).

The main problems of the tourism sector such as, insufficient quality and continuation in staff training, low opportunities to supply quality and standardized raw materials and marketing-related unfair competition conditions, lack of control, and failing in providing a continuity for amendment attempts will be solved by establishing food safety and quality systems.

Hygiene and food safety are the two most important issues for the companies that serve food to large numbers of people. At this stage two factors are important. First, the hygiene of the utensils and the room where food is processed and the perceptions of the staff on hygiene and health, and the second, quality and healthy production and safe storage of the food. (Şanlıer, Hussein 2008). In hotel kitchens, establishing appropriate health and sanitation issues for the environment and the working conditions and systems is defined as hygiene.

Sanitation means purchasing, preparing, transporting, storing and finally presenting the food to the customers as clean as possible. Sanitation is an applied science in creating and continuing hygiene and health conditions (Korkmaz, 2007:20). Sanitation should be seen as a counterpart to cleanness. Sanitation is a broader concept; by improving the appearances of houses and factories, and developing new methods for waste issues it also contributes to environment protection.

As a result of technological developments people have started to travel

\* Assistant Professor Doctor, (Ph.D.) Sibel Güler Anadolu University, School of Tourism and Hotel Management, [sguler@anadolu.edu.tr](mailto:sguler@anadolu.edu.tr).

more and this results in an increase in the number of food and beverage companies. In addition to accommodation, hotel companies provide food and beverage services for their guests. Hotel kitchens are also important in this regard. The success of a hotel kitchen can be achieved by serving healthy, reliable, high quality and hygienic food and beverages to the customers. For this purpose, they aim to;

- ensure satisfaction of the targeted group of customers by meeting their expectations and demands.
- serve reliable and hygienic food and beverages to their customers.
- have a reliable image.
- achieve a powerful position in the market, where there is intense competition.
- achieve competitive advantage.

Food and beverage companies are required to have information about the manufacturer that they buy the raw materials from. If raw materials are directly purchased from farmers the fertilizers, pesticides, hormones, and drugs used for getting rid of the weeds by the farmer must be known by the buyer. How the product is harvested is another important issue. To give examples, while collecting fruits, the ones on the ground should not be collected or their contact to the ground should be prevented. Because, animal droppings on the ground contain germs and if the contaminated fruits are not adequately washed or pasteurized, these germs may become poisons that can cause serious illnesses (Soner, Özgen 2002:55).

In hotel companies, service given in accordance with the rules of hygiene and cleanliness is important for the customer satisfaction. Protecting the guests health of a hotel company depends on producing safe foods in the kitchen and serving them according to the rules of hygiene. People do not want to catch food-based diseases in a place they come to eat. A hotel company, which runs its business in a highly competitive market, has to emphasis hygiene rules in order to; meet the needs and expectations of the customers and satisfy them; serve healthy and safe products which are a natural right of consumers; and strengthen and protect its business image (Büdün, 2009).

HACCP is a food safety system for food and beverage companies which can be applied to organizations of all sizes. It starts operating at the very beginning of the process, from purchasing the raw material, storage, food preparation, doing hazard analysis at every stage of the production process, identifying critical control points where necessary and providing the production of reliable foods in specific norms by protecting the system which preventing any problems tracking these points right before they occur ([www.tse.org.tr](http://www.tse.org.tr)). HACCP is a protection system which is developed to ensure food safety and especially to prevent diseases caused by foods. In order to begin

implementing HACCP practices and to be successful in food and beverage companies, particularly in hotel kitchens, food safety practices should be carried on with HACCP systems (Korkut, 2004).

Kitchens are the stars of the hotel companies. People who are on vacation should eat more cautiously. The different climates and reacting to different food make people more vulnerable to various infections. Producing safe foods should be provided to prevent guests from food-based diseases. Simply producing the food and serving it to customers is not enough anymore. It is important for the hotel companies to protect the health of their customers, in terms of keeping the image of the company. Implementing food safety systems to create competitive advantage will help hotel kitchens gather a different position in the market. As a globally approved food safety system, the HACCP is a system that prevents, evaluates and controls physical, biological and chemical hazards in advance. Especially with the increasing temperatures in summer, the rise seen in the cases of food-based diseases and the frequent sicknesses of the guests cause many problems in both social and economic manners.

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# Wine tourism as determinant of tourism development in Slovenian wine regions

Igor Jurinčič, Štefan Bojnec\*

*Keywords:* wine region, wine consortium, wine routs, promotion activities, tourist destination

Wine tourism can be a main determinant or main attraction on which are buckled on other tourist attraction in a wine region. The speed and quality of tourism development in the wine region depends on all suppliers of tourist services. However, the suppliers of wine tourism can play a crucial role. In the proposed paper we will compare good practices in all three wine regions in Slovenia. An important role in inclusion of wineries into tourist supply in the wine districts can have different associations and particularly association of wineries and wine consortiums.

In Slovenia there are set up six wine consortiums: the Consortium of Carst producers of Teran, the Cooperative Consortium of Cviček in Dolenjska, the Club Šipon in Štajerska, the Consortium Goriška Brda, the Wine Consortium of Istria, and the Consortium of Zelen in Vipava Valley. Most of them are set up to improve wine processing and wine marketing. The wine consortiums are set up by few to a greater number of known wineries, which quantity of production has so far been less important than total wine production in the wine growing region in which the wine consortium is established.

The wine consortiums provide opportunities that encourage innovative approaches in viticulture and grape production, in wine processing and wine making, and in wine marketing and promotion activities. These innovative approaches are increasing economies of scale and thus reducing fixed costs per unit of product. Moreover, there are also spill-over effects and positive externalities which are achieved with sharing of knowledge and experiences among the members of the wine consortiums.

\* Igor Jurinčič, University of Primorska, Faculty of Tourism Studies Portorož Turistica, SI-6320 Portorož, Slovenia.

Štefan Bojnec, University of Primorska, Faculty of Management, SI-6000 Koper, Slovenia.

We analyse different successes in setting up and development of wine routes in Slovenia in terms of networking and promotion of tourist supply of the wine district as a whole. A special attention is devoted to rising awareness of wineries on the importance of joint tourist promotion activities of wine tourism and tourist destination as a whole. Besides wines their aim to offer also some other products, particularly olive oils, fruit and at a farm produced food as well as to start with providing accommodation at a farm or wine cellar. These shifts towards multiplicative farm tourism and other farm entrepreneurial activities are expected to create new employment opportunities for family members as well as are expected to generate additional incomes.

Finally, we compare a degree of wine tourism development and development of tourist supply in these tourist destinations to derive conclusions, managerial and policy implications. The importance and growth of wine tourism is quantified by the number of wineries and employees in the wine tourism, the number and diversification of the recognized and specialized tourist products in association with the wine tourism supply (e.g. wellness, ecological, and similar tourism), the significance of wine sales in the wineries and wine exports, the use of different marketing tools and the role of the wine consortiums.

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# Tourist accommodation supply in the “Città del vino”

Laura Leoni\*

*Keywords:* Capacity of Collective Tourist Accommodation, tourist accommodation establishments, tourist accommodation supply.

This paper analyses the supply of tourist accommodation in the “Città del vino” on the basis of results of the official survey on “Capacity of Collective Tourist Accommodation establishments” carried out by Italian National Institute of Statistics (Istat).

The survey is currently undertaken by ISTAT as a yearly census carried out within the guidelines of the European Union Council Directive 95/57/CE and measures the situation of the national tourism accommodation supply in each calendar year, recording information independently from the seasonality (gross capacity).

In Italy the collective accommodation establishments are classified as follows, into three main categories:

- hotels and similar establishments;
- other collective accommodation *establishments*.;
- rented private tourist accommodation: B&B and others.

Variables of interest, related to the capacity of tourist establishments, are: number of establishments, bed-places, rooms and bathrooms (for hotels and similar establishments); number of establishments, bed-places (for the other types of establishments).

The geographical breakdown of the data collection as well as the final national data dissemination are the municipalities.

At the starting of the paper there is a brief description of the annual census survey carried out by Istat on capacity. After this, we’ll analyse the capacity of Collective Tourist Accommodation in the municipalities, named “Città del vino”. In detail, we’ll study the development in the last years of the tourist accommodation supply in these municipalities, underlying the main changes.

\* Laura Leoni, Istat.

Furthermore we will consider on depth the data of 2009, with reference particularly on:

- Hotels and similar establishments (classified in 5 stars categories);
- Other collective accommodation establishments (camp-sites, holiday villages, camp-sites - holiday villages (mixed form), holiday dwellings (rented-commercial-type management), farmhouses e country-houses, youth hostels, mountain refuges, other collective accommodations;
- Rented private tourist accommodation (B&B and others).

Referring of every type of collective accomodation, we will consider number of establishments, number of bed-places, number of bedrooms and their distribution on the territory.

At last, we will compare for each region, the distribution by categories of whole capacity with the distribution of capacity of the considered towns.

# Rural identity as critical success factor for wine and food tourism. The case study of Friuli Venezia Giulia (Italy)

Francesco Marangon\*

*Keywords:* rural identity, wine and food tourism.

Rural identity plays a strategic role in developing tourism (Marangon et Troiano, 2010). Rural areas realize this potential through development of local resources (Hall et Richards, 2003; Silberstein, 2010). Actually many tourists seek rural destinations which offer experiences related to the landscape, environment, cultural patterns, historical features, and wine and food (Besiere, 1998; Renkoa et al., 2010).

Although a significant literature exists on the impacts of tourism on local communities (Sznaider et al., 2009), few studies have acknowledge the role of identity in favour of tourism (Argemì, 2010; Gu et Ryan, 2008; Pujolar, 2010; Vilalta Serrano, 2010). To help understand the “rural identity” concept, a framework of definition is proposed. In detail, we notice that the concept is multidimensional and could have many interpretations. Nevertheless the presence of typical rural buildings, local high quality wine and food, and rural landscape beauties are known as fundamental components of rural identity. We argue that rural identity is a powerful force in the development of tourism because it relies upon the cultural, historical, environmental features of a rural area as means of attracting tourists.

In discussing some of the issues surrounding the relationship between rural identity and wine and food tourism, we analyse the institutional intervention in favour of rural identity during the 2000-2006 and 2007-2013 financial periods. We point out the importance of wine and food inside the projects to support local tourism. In particular, we notice that there are several examples illustrating the support in favour of the multifunctional role of agriculture. In fact, the farmers are able to produce not only food and fibers, but also to

\* Francesco Marangon, Department of Economics - University of Udine (Italy), via Tomadini 30/a – 33100 Udine (IT), e-mail: marangon@uniud.it, and Stefania Troiano.

maintain cultural and historical heritage in rural areas, preserve rural linguistic style, conserve environmental resources, such as historical rural buildings. More importantly some labels linked to rural identity have become strategic means of attracting tourists to a variety of rural places.

The aim of this study is to use case-study evidence from Friuli Venezia Giulia in Italy in order to explore why rural identity is important, understand the causes and formulate recommendations for future development. In examining the institutional intervention we notice that the greatest part of the financial incentives in favour of local rural identity come from European Commission. In particular, during 2000-2006 financial period the LEADER Community Initiatives supported several projects implemented in 57 municipalities. The total cost of these project was about 6 million euro. Further incentives came from Objective 2 of the Structural Funds: 67 municipalities obtained a financial support (5 million euro). Individual interviews were conducted throughout the study to develop a means to understand the effectiveness of interventions.

The results of the analysis give us the opportunity to identify a set of problems regarding the geographical distribution of financial resources and surrounding the emergence of local initiatives sharing a common resource.

*JEL codes:* R11 Regional Economic Activity: Growth, Development, and Changes; Q01 - Sustainable Development; Q26 - Recreational Aspects of Natural Resources

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# Geography of taste: culture, environment and wellness

Armando Montanari, Barbara Staniscia\*

*Keywords:* enogastronomic tourism, quality of life, place-based food, taste of geography, local development

Food is not merely a source of nourishment but also one of survival for human beings. Depending on production methods, food can also become a cultural reference point, an element of regional development and a tourist resource. This occurs with “local” food, representing a model of production and consumption which suggests a strong link with the region in which the food is produced. Over the last few years, the field of geographical studies has seen the rise of a specialized branch – the geography of taste – concerned with the study of links between the production of food, seen as a phenomenon of organisation of production, and the territory of reference. The production of food with these qualitative characteristics engages all five senses, assumes cultural significance and thus represents an element of emotional richness – the “gaze” – capable of being transformed into the tourist attraction defined in this presentation proposal as the “taste of geography”.

If enogastronomic products offer an experience for all five senses, then the reference process cannot be a food which satisfies the need for physical nutrition, but rather an artistic, figurative or musical oeuvre. These products, therefore, should not be targeted at the consumer’s stomach but instead at his cerebral system. In this domain, an individual’s choices can even prove to be unethical, though still valid, being based as they are on the cultural and genetic sedimentation which is founded on the experience of individuals and generations. An individual’s income can have an impact in terms of personal conditioning, but certainly not in a direct way. Quality food is the result of the interpretation of a territory and does not necessarily always cost much more than a product which results from an industrial process. The quality of food is a learning process which modern society, at least in part, has acquired

\* Armando Montanari and Barbara Staniscia, Sapienza Rome University, Department of European, American and Intercultural Studies

over the last decades. The initial supply, started off by a handful of pioneers, was decisive in identifying a niche demand which, although of limited scale, proved fundamental to activate the process, to increase demand as much as possible and therefore, served to better orientate supply.

The post-modern consumer is discerning, has developed an ethical conscience and is therefore constantly motivated to tally the cost of a product against the advantages he gains. The comparison can no longer be made “by weight”. Quality cheese cannot be assessed by weight, but in relation to more complex considerations which concern hand-made processes, production areas, and character, both of the product and the producer. These characteristics can be observed, by those who know how to appreciate them, in a cheese’s taste, in the positive relationship with the environment and, finally, in the capacity to reclaim and echo the territory of origin. The territory is indeed a fundamental element of the product; it is not acquirable in a delicatessen, but can only be consumed locally. Accordingly, the sale price of a cheese, oil or wine, or whatever it may be, must also include the costs of enogastronomic tourism or, better said, in the price per kilo or litre it is necessary to consider that the territory of production is also included. Moreover, the consumption of a given quality product will occur with other people who are capable of appreciating it, creating a culture of relationships which self-regenerates.

The consumption of quality products is no doubt the consequence of the rise of post-modern culture in affluent societies, but it has also been facilitated by the rejection of falsified products and scams which in some cases have degenerated with serious consequences to the health of these societies’ citizens. But quality cannot be considered removed from the territory that produced it; on the contrary, it is the territory itself which determines its characteristics and specificity. The supply chain develops within a territory and is its conceptual representation in terms of its natural and cultural resources. This illustrates, therefore, a case of geography of taste. Based on these premises, the geography of a quality cheese constitutes the object of the discerning consumer’s “gaze”, as confirmed by the results of research carried out to demonstrate the reactions of the different parts of the cerebral cortex in a wine taster. Before even visiting the territory, the consumer is attracted by it, and herein lies the definition of the taste of geography. The stages of production are all part of the environment and the culture of a place; they are enriched by the fascination and fantasy which turn a visit into an unforgettable experience since these can be re-evoked at any time by breathing in the fragrance or savouring the taste of a wine from these places.

This paper refers to preparatory studies carried out within the scope of the project to establish a “Training and Research Centre for the promotion of enogastronomic culture and tourism (Centre)” in Abruzzo. The project

has been concluded but not yet implemented. Abruzzo is a region in central Italy which overlooks the Adriatic Sea and includes the high summits of the Apennine Mountains which, with the Gran Sasso and the Maiella, reach almost 3,000 m. These mountains lying only a few dozen kilometres from the sea constituted a unique natural environment for high-quality agricultural produce such as wine, oil, cheese, sausages, saffron, honey, cereals, pasta, bread, vegetables and pulses. During the last century, however, these areas were affected by significant depopulation due to migratory flows, resulting in a greater number of Abruzzians going overseas than those remaining in their homeland. It was the more enterprising and active individuals that left to go abroad or to the large metropolitan areas in Italy, leaving behind them deserted towns and uncultivated fields. Only recently have small groups of pioneers - complete outsiders to Abruzzo or of Abruzzian origin, attracted by the beauty of the region and by its age-old cultural traditions - returned to revive the ancient splendours of high-quality agricultural production. The project consequently adopted a methodological approach for the study of these areas, which can be condensed in the passage from the identification of the geography of taste to the proposition of a taste of geography. An attempt was made to give more coherence to the relationship between the territory and agrifood production through interviews with those few dozen pioneers who have since achieved international success. The Centre therefore has the task of making the methods already tested more accessible to a greater number of producers and over a wider area.

The constituent elements of the research project which are the result of cooperation with the main stakeholders, with producers in the first instance, as well as with local government authorities, tourist operators and representatives from the product categories. The research was drawn on the most recurrent elements in international debate and, as such, they have been implemented in the project through the geography of taste approach, that is, the territory as an element which must be referred to by the supply chain in order to highlight its characteristics and specificity. It was then taken into consideration how the territory's culture, through the process defined as the "taste of geography", might be better conveyed to consumers to assure them of the quality of the product and to ensure, by means of added value from tourism, the yield necessary for sustainable local development. The elements considered necessary to perpetuate a type of development achieved in this way and must therefore constitute the principal characteristic of a training centre were the quality of life in relation with the food habits are taken in account.

# The impact of wine and food tourism in Italy: an analysis of official statistical data at province level

Michela Natilli, Maria Francesca Romano\*

*Keywords:* Wine and food activities, tourism official data, social impact

To study the wine and food tourism is a challenge, as it involves not only to measure the number of tourists, but also to identify the reasons of the trip. The flow of tourists in a region is the effect of multiple causes, including the promotional activities carried out by public and private institutions, but also of individual choices of those who decide to move from their usual place of residence to spend one or more days in other places. And tourists' presence in a region raises itself multiple effects, including economic, but also social and environmental ones.

The territory is the unifying factor and the glue between all interested public and private actors, and in this paper we will try to describe and test if and how it is possible to quantify wine and food tourism as occur in specific areas.

In other words, the aim of this paper is to identify social and economic indicators to get “proxy” indicators of the effects of wine and food tourism for Italy and to provide some analysis of these data and indicators.

We start from some assumptions:

1. The wine and food tourism carried out in Italian territories is different from other countries (especially extra European or Mediterranean countries), because tourists are interested not only in wine and food but also to cultural and rural tourism (as stated from several surveys) and wine and food interest is underlying, but present, for many travelers;
2. Italian tourists (those who go in a region different from residence) can be assimilated for motivation and behaviors to non Italian tourists (as stated from several surveys, and quite obvious if we take into account the variability of Italian territories).

As source of data related with tourism in Italy, several repeated surveys are carried out and can be used. Disaggregated and comparable data are available in Italy only from ISTAT tourism survey (“Capacità e movimento degli es-

\* Michela Natilli, Maria Francesca Romano, Scuola Superiore Sant’Anna, Pisa, Italy.

ercizi ricettivi” (Capacity of accommodation establishments) in accordance with EU directive). But its methodology differs from other surveys: ISTAT survey is a firm-based survey, and, though giving us a complete counts of tourists by accommodation establishments, each geographically identified, it is lacking of information about motivation, and, moreover important, it is impossible to reconstruct geographically the tour steps’ of the same travel.

The segment of foreign tourists is monitored by the Bank of Italy survey (formerly UIC), with a good level of disaggregation and with a lot of information about travel: accommodations and motivations; and – more important – foreign tourists expenditures during the travel.

The characteristics of the two different surveys gave results often not coherent: this imply a difficulty in understanding the phenomenon, in estimating flows of tourists, and – consequently -in quantifying the segment of wine and food tourism. Overcoming and solving these problems are the challenges of this work.

To do it, and to answer to our research question, we will start with an analysis of official statistical data on tourism at province level of disaggregation, comparing different source of data; secondly, we define indicators “wine and food” vocation in order to rank provinces along this dimension; finally we propose analysis of this comprehensive framework: our scope is to correlate the presence of “wine & food” aspects to the flows of tourist at a province level, giving hints on the impact that vineyards, wineries or factory house can have on the presence of tourists in a certain area. The analysis will be made using data from 2006 to 2009.

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# The language of tourists in a wine and food blog

Pasquale Pavone, Michela Natilli, Maria Francesca Romano\*

*Keywords:* Wine and Food Blog, Tourism, Specialist Language, Text Analysis

The continuing rise of the internet as a communications tool for travel and tourism presents challenges for destination marketing organizations and tourism enterprises.

Many researches have focused on the contribution that the internet gives to the tourism/travel purposes. Authors have pointed out five key functions — promotion, product distribution, communication, management and research.

It is also known that web sites on wine and food has grown dramatically in the past decade, with diverse viewpoints around the world. At the same time, very little research has focused on this area.

But the internet is not only a source of information, it can be a *place* in which you can put your own experiences, where you can write. The blogger writes and publishes an entry, and readers respond in the blog's comment. The blogger may react to comments in the comments or in a new blog entry. Blogs, then, can host extensive conversations and, in this scenario, the Web 2.0 applications, and specifically the increasing number of blogs, give us a very large amount of information that should be analysed.

The aim of this paper is to conduct a text analysis of a wine and food Italian blog in order to determine what is being discussed in these blog, the characteristics of the language used, the weight that wine and food lovers gives to travelling.

The Text analysis allows to give a representation of the language of the texts by extracting some of its essential properties, such that it is possible to describe and interpret the content. This approach aims, among others, to extract a qualitative information through statistical measurements on quantitative data.

The procedure followed in our work is developed in three phases: identi-

\* Pasquale Pavone, Research Grant Holder, Michela Natilli, Assistant Professor, Maria Francesca Romano, Associate Professor, Scuola Superiore Sant'Anna, Pisa, Italy.

fication and extraction of terminological lexicon of the blog, unsupervised classification separated into groups of terms that represent the different topics, categorization of posts and subsequent comments on the basis of the lexicons obtained in the previous phases.

The blog we analyse is *Papero Giallo (Yellow Duck)* <http://blog.papero-giallo.net/>. The blog have been made by Stefano Bonilli, a wine and food journalist, with a lot of experience and a well known carrier (he started to work in this area since 1971); he is one of the most qualified wine and food expert in Italy.

The blog is very well known among wine and food lovers and many people comment and post opinion and suggestions on it.

In the blog notes and news on wine and food issues, as in a diary, thoughts, are reported. The posts published are divided into 25 categories (defined by the blog's author) and for each post, users can interact with the blog with comments, opinions and personal experiences. In this sense, the blog can be seen as a point of exchange among wine and food experts and enthusiasts, where you can "talks" about food and wine but also about tourism, especially wine and food tourism.

The analysis done consisted in studying the vocabulary of the posts and of the comments to the post texts, published in this blog from December 2008 to February 2010.

The corpus is composed by 296 posts to which have been associated with a total of 11,255 comments (303 of them produced by the blog's author). This corpus is made up of 65,140 different words (of which 35,088 forms hapax), for a total of 997,685 occurrences.

The research questions we are going to answer in this paper are three:

1. The wine and food bloggers, how much do they talk about tourism?
2. When wine and food tourists talk about tourism which words do they use?
3. Is there a specific language that wine and food tourists use?

To answer to the first question we will present some basic indexes to measure the weight that tourism have in the language of wine and food bloggers.

For the second question, we will show the bloggers' "specific lexicon" in comparison with the language used by people/bloggers which do not talk about tourism.

To answer to the last question, we will show the results of a complete textual analysis showing the characteristics of the bloggers language on a factorial map.

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# Traditional chestnut cultivar quality assessment as a tool for food-tourism development in Tuscany Appennine mountain area

Stefano Predieri, Edoardo Gatti, Massimiliano Magli,  
Gianpaolo Bertazza, Antonio Raschi\*

*Keywords:* chestnut, sensory analysis, food quality, food tourism

It is a widely held belief that food in tourism is a significant “attraction” (Hjalager et Richards, 2002), and can also become a cultural reference point, an element of regional development and a tourist resource (Montanari et Staniscia, 2009). Chestnut tree occupies almost 10% of the Italian forested surface and has a long tradition of cultivation in several areas of the Appennine Mountains between Tuscany and Emilia-Romagna Regions. Small mountain towns, which economy has historically been based on chestnut production, have maintained ancient genotypes. Researches on quality traits of chestnuts can provide opportunity for the support of local production, based on historical and cultural heritage and oriented to build up food tourism. Usually varieties are known with the name of the production site, since the product combine distinctive traits deriving both from genetics and environment. The familiar association between geographical origin and typical food can be a useful tool for increasing turistic appeal, if supported by recognized high quality standards. Chestnut have been studied as related to quality and sensory traits (Künsch et al., 1999; Künsch et al., 2001). This research analysed chestnuts produced in Ortignano Raggiolo (Arezzo), about 40 km South East of Florence. Seven chestnut ecotypes were subjected to sensory evaluation: Perelle, Raggiolane, Selvatiche, Pistolesi, Mondistolle, Tigolesi and Marroni. Sensory profiles were determined on the basis of sensory attributes such as peelability, firmness, sweetness, sourness, flouriness, pastness, astringency and aroma. Sensory evaluation were performed on boiled fruits. A trained panel composed of 12 judges evaluated sensorial traits of the dif-

\* Predieri Stefano, Istituto di Biometeorologia IBIMET – CNR, via Gobetti, 101, Bologna, Tel: ++390516399008, s.predieri@ibimet.cnr.it.

Gatti Edoardo, Magli Massimiliano, Bertazza Gianpaolo, Raschi Antoni, Istituto di Biometeorologia IBIMET – CNR, via Gobetti, 101, Bologna.

ferent cultivars. Boiled fruits were presented, with a random three digit code, on a plate to the panellist. Each attribute was assessed on a scale from 1 (non noticeable) to 9 (extremely intense) (Lawless et Heymann, 1998).

Panel was able to define different profiles for the tested chestnuts. Assessors identified, beside the typical chestnut aroma, notes of wood, grass and honey. Pistolesi was the most appreciated variety because of the easy peelability, good firmness, high sweetness, and low astringency, sourness and flouriness. Raggiolane had the best evaluation in terms of aroma and pastness, and a high level of sweetness. Also Tigolesi had a very positive evaluation by judges.

Further evaluations were performed on the flour of three ecotypes Pistolesi, Raggiolane, and Tigolesi, either on flour than on a typical food prepared with chestnut flour named "Castagnaccio". Chemical analysis were also performed reveals high nutritional values in terms of proteins, fats, starch and fibers and elevated content of potassium, carbohydrates contents were also determined.

Sensory and instrumental analyses conducted on chestnuts produced in Ortignano Raggiolo evidenced the high quality of the product. A capable communication may help in enhancing the touristic appeal of the area, through the offer of typical food of antique origin, supported by the guarantee of up-to-date research aimed to consumer satisfaction.

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# Wine and Food Excellence between Local identity and market requirements

Scalabrelli Giancarlo\*

*Keywords:* Terroir, Consumer, Quality, Tourism

## *The Excellence*

The excellence is an adjective that indicates the qualitative achievement of high levels, of a great appreciation from the consumers, the wine critics and the press notoriety. Therefore by means of the conquest of a series of consents that attest a variety of positive judgments of the experts, which also brings to increase the consumers expectation. The characteristics of the excellence are attained by solid productive, trade and communication bases which recall the expressed multiple concept of the terroir (Vaudour, 2005) including the potentialities and the peculiarities of a territory. When we speak about excellence of the terroir of Tuscany, we must think to which situations this definition is suitable and which are the conditions for which it can reasonably be thought that a specific terroir has reached the excellence. The condition necessary in order to attain the excellence is that the high level of wines quality must be recognized. The definition of the concept of quality of the wine also being rather wide, could be summarized as ‘the characteristics able to satisfy the consumer’, and specifically the wine must have the following attributes: suitability, peculiarity and style (Bertuccioli, 2006).

The international excellence, the reputation and the notoriety is achieved by satisfying several conditions at the level of farm, market and consumers. In the farm a series of technical and economic choices must be arranged to maximize the vine performances so as to obtain high grape quality and specific characteristics of the wine (peculiarity, style, recognition and appreciation). To face adequately the market means to have suitable competitive and advertising abilities in order to achieve a correct positioning of wines in the

\* Scalabrelli Giancarlo, Department Of Fruit Science And Plant Protection of Woody Species “G. Scaramuzzi”, via del Borghetto 80, 56124 Pisa – Italy (0502216039 email: gscalabrelli@agr.unipi.it).

right segment of price. Remarkable importance covers the strategic actions of business and territorial marketing leading also from the Consortiums and other territorial organizations. Moreover, the ratio quality/price according to the consumer expectation has to be taken into account. If it is true that a famous wine cannot be sold at low cost, the affirmation of territorial wines into the international market is favoured by consumer satisfaction. At enterprise level the plans of research for the innovation represent the way to find out the territorial peculiarities through of zoning (macro and micro zoning), eco physiology and technologic works for the rationalization of viticulture and oenological techniques, to better exploit the interaction between variety and environment (Scalabrelli, in press).

### *Terroir*

The French term *terroir* which is difficult to be translated in other languages it nowadays utilized in the wine world communication, its meaning can be described as a complex combination of factors that determine a specific wine characteristics not repeatable elsewhere. Regarding the roots of this term it appears useful to remember that over a century ago its meaning was enough different, as revealed by Lawely (1870). The term *terroir* along the time has gone modifying and enriching of further meanings, especially in consequence of the intensification of the viticulture and wine research and for the widely use by producers, researchers, journalists, wine critics and wine consumers. Today this word contains at least the following four specifications: Origin, Specificity, Perennial and Typical.

The AGRICULTURAL or *Terroir*-subject is identified by the Taste (sensory characteristic) and from the consequent Instrumental Quality, the complex features due to relationships between plant and environment. The TERRITORIAL concept or *Terroir*-space, concerns the delimitation of a territory, with the relative Denominations and their specificities recognised by the Unity of landscape that are also referred to a historical Geography of the territory.

The *terroir* IDENTITY or *Terroir*-conscience, go to constitute the immaterial part that is present in a determined country, represented from identity and from the sense of affiliation of the inhabitants, in relationship to their genealogical origin and their traditions.

The ADVERTISING *terroir* or *Terroir*-slogan it constitutes the communicative part of the rural world which needs to express certain values and to transmit one specific image. This means search of meanings that are patrimony of the producers and that must be rendering well explicit through the

communication in order to offer a better comprehension of the essence and the specificity of the viticulturists job.

### *Future scenario*

The social and economic factors involve producers, commerce and consumers which have in the time a variable weight in function of the economic interest dealing around the wine world determining a dynamic equilibrium between production and consumption, although the needle of the balance will be the consumers which will buy wine according to their motivations. Countries which have advanced technology or produce at lower costs are becoming more and more competitive, being able to influence future scenarios of the global market. It would be very useful to know: future world competitors, the policies and the ethic of governments and the future tendencies to understand the opportunities for the actual producers. It is supposed hence that the driving force for the future development and life style will be energy cost, and tourism could be affected. In addition the agricultural activity is not anymore convenient in marginal areas, especially in disadvantaged viticulture conditions (Scalabrelli and Lagomarsini, 2008) as Globalization submits these contests to an arduous proof to survival, as the markets competition is sharpened by the economic difficulties for the worldwide population and consequently selling wine to competitive prices is becoming more and more difficult. To prospect the survival of these areas should change the viewpoint towards the viticulture role regarding to safeguard of environment, culture, and history. To imagine future scenario it would be interesting to know the new international competitors for wine (China and India?) and eventual increase of consumption from new consumer countries. The flow of wine export will probably vary according to several aspects like competitive ability, marketing promotion preferences, brand, safety use, traceability, sensory attributes and, above all, consumers motivation, that means match the role assumed by wine (fig. 1). Several consumers think that the excessive use of technology risks to render the wine anonymous, changing its natural attributes. At present an important features are attributed to safety, recognition and originality and above all to the ratio quality to price. It could be retained that wine will be considered mainly a food, although population could prefer a private brand (channels G.D.O. - HO.RE.CA.), or wine coming from a certain terroir or a denomination of origin (V.Q.P.R.D.). A mixture of different motivations would bring to marketing segmentation which could allow the adoption of differential appropriate strategies.

Several multifunctional farms can favorably benefit of wine tourism by

activities offering services and selling own products connected to specific road itineraries ('Roads of wine'). The grapevine cultivation covers, in fact, an important role on landscape of several rural areas, contributing at the same time to maintain the human presence in disadvantaged areas, where only the viticulture activity would offer the possibility to safeguard the territory. The landscape conservation like those recognized as a world-wide patrimony from the Unesco, ('Porto' and '5 Terre',) represent a another important motivational factor (Biagioli, 1999).

The probable coming effects of recession could carry to the reduction of the population purchasing capacity and therefore of the expensive wine due to unemployment gain and lacking of labor opportunities (this process seems to be already started). The magnitude of consumption decrease might vary according to the role assigned to the wine (food or hedonistic, or else) and purchases of luxury goodies or the essential assets. It is necessary to consider, however, that pleasure is part of the main needs, even though to various individual degree, therefore it has not to underestimate that drink quality wine is also a way to manifest a certain status symbol.

New food requirements like table grapes, juices and raisins, to integrate the daily diet, and above all from local needing (local market, group of social buyer or loyal purchase) could arise of importance. The increasing awareness for environment conservation could induce the consumers to prefer foods produced locally (Scalabrelli, 2009). We all know that 'consumption at km zero' and 'short chain', are slogan useful to suggest that it would be better to consume local products requiring lesser waste of energy and less CO<sub>2</sub> generated by long distance transportation. For the production diversification we need to consider the rising interest for local products consumption and therefore dedicate more attention to the local variety not only to produce wine. This could means a possible decrease of international grapevine

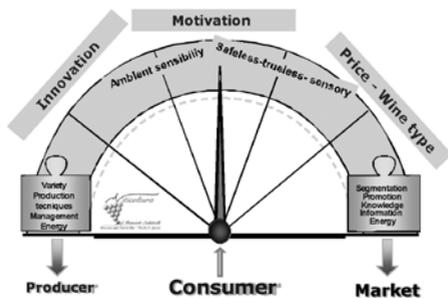


Figure 1. *Wine balance between production and consumptions*

varieties demand, balanced with rediscovered or selected native material, in Bioregions. At general level, hence localism and globalism would have to cohabit.

As safeguard of local germplasm, is not unanimously shared, it should be an ethical obligation to hand to the future generations the grapevine germplasm we have received in inheritance, which could return useful in future (Scalabrelli, 2007). Of course biodiversity conservation would not be exhaustive unless their characteristics and performance will be known in view to utilize this source for possible direct cultivation or for genetic improvement.

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# Improving Touristic Activities through Biodiversity: two case studies from the “Val di Vara” and “Valli di Zeri”

Luca Sebastiani, Fabiano Camangi, Agostino Stefani\*

*Keywords:* ethnobotany, multifunctional-activities, traditional products

Biodiversity characterization, recovery, conservation, and valorisation are crucial processes for the preservation of natural environment, ancient crop varieties and traditional food production practices in small and marginal areas. Many international experiences have proved that biodiversity conservation strategies interact positively with the recovery and development of multifunctional territorial activities like typical products, tourism and agritourism activities. In this article we present and discuss the results obtained in two study areas that are small mountainous regions located in Liguria and Tuscany and the actions undertaken for improving touristic activities.

## *Introduction*

Biodiversity recovery, conservation and valorisation are crucial processes for the preservation of natural environment, ancient crop varieties and traditional food production practices in small and marginal areas as those located in mountainous region. In modern agriculture the re-discovery of ethnobotanical utilisation of natural and cultivated plant species can be very useful for developing new products and for attracting tourists from the European and International areas. In this article, biodiversity analyses, ethnobotanical studies and evaluation of touristic opportunities in two study areas that are small mountainous regions located in Liguria and Tuscany were presented and discussed.

\* Luca Sebastiani, Fabiano Camangi, Agostino Stefani, BioLabs, Scuola Superiore Sant’Anna – IT- 56127 Pisa – Italy

## *Materials and Methods*

These research activities have been executed in the “Val di Vara” (La Spezia - Liguria) and “Valli di Zeri” (Massa-Carrara – Toscana); two mountainous areas close each other. The study was performed for several years (Camangi et al., 2008; Camangi et al., 2009) at different knowledge scale using: a) documental - from bibliographical to cartographical information; b) interview - on site analysis carried out by contacting local agencies involved in tourism promotion, agricultural companies, and single individuals; c) *in situ* relief of the main morphological and biometrical traits of crops; d) typical food productions; e) valorisation strategies (analysis of local, national and international touristic festival). Several farms and natural sites have been studied and geo-referenced and described by analytical records. All the information has been elaborated and organised in an on-line database, which enable an effective and continuous data recording and consultation. Touristic opportunities for the valorization of natural footpaths, local products and food have been also elaborated and proposed using a multi-criteria approach.

## *Results*

Biodiversity studies revealed the presence of biotopes rich of unique species (plants and animals) especially in the “Valli di Zeri” area of high scientific and cultural value. In order to provide a touristic valorisation for them, the ancient network of footpaths was identified and rules were draft in order to integrate the natural habitats fruition with an acceptable human pressure, minimising or avoiding the degradation processes of the most sensitive habitats.

To recover the ethnobotanical utilisation of natural and cultivated plants, a total number of 632 persons (130 males and 502 females; 60% with an age between 61-80 years) were interviewed. The data collected has been used for a census of the wild and cultivated flora of local interest and of their more interesting agricultural and ethnobotanical utilisation. A particular attention was dedicated to the recovery of receipts for soups, salad cakes and other traditional food preparations that were useful for local restaurants and agri-tourism activities and also for promoting the food and territory during local, national and international touristic events. In general, the two areas have proven to be a very fertile district of popular tradition with more than 270 plant species utilised.

The ethnobotanical utilisations more frequently observed were for medi-

cal (30%), food (17%) and veterinary (10%) purposes. All the information collected have been integrated and validated with other bibliographic information, then organised in specific synoptic cards containing useful pictures and figures for plant identification and details on their uses.

Concerning the plant used in agriculture, we identify several cultivars of herbaceous and woody plants. In particular in the hilly and mountainous areas apple, pear, chestnut, and grape were much diffused. More than thirty and twenty apple and pear putative cultivars were identified, geo-referenced and biometrically described. The main cultivated tree in the two areas is chestnut and many cultivation sites were described in detail, recoding the most relevant farm characteristics, the varieties in cultivation, the crop management techniques and product destination. Moreover, a protocols for identify and ameliorate chestnut cultivation sites suitable for a touristic valorisation have been realised (Sebastiani et al., 2008).

Several fruit trees have been also propagated by grafting and planted in 2006 into the Val di Vara botanical garden where local varieties and wild species will be conserved and visible to tourists that can learn the local usage of this food products. Moreover, a synergic strategy for connecting the botanical garden with the National Park of “Cinque Terre” has been also proposed.

In conclusion, this integrated approach should enable the “Val di Vara” and the “Valli di Zeri” areas to preserve their biodiversity, recover ancient crop varieties, local food products while improving production income troughs new touristic and markets opportunities.

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# The impacts of the climate change on Tuscan viticulture: qualities, areas and landscapes

Giacomo Trombi, Marco Moriondo, Marco Bindi, Claudio Fagarazzi,  
Roberto Ferrise, Mattia Cai\*

*Keywords:* extreme climate events, grape quality, economic effect of climate changes, areas of cultivation, landscape

Viticulture is a traditional and important activity of Tuscan agriculture, whose effects are being reflected not only on the income of farmers, but as well on tourism sector, either directly, by adding value to the global offer of products and services available in the region, and indirectly by contributing to the slow shaping process that made unique the Tuscan landscape. Understanding the impacts climate change in viticulture is therefore essential, especially in those areas producing high quality wines. In this work we set an operational framework to investigate climate change impact on viticulture in Tuscany region (central Italy) whose viticulture relies on producing high quality wines to compete in a global market. The framework included i) a statistical downscaling of a General Circulation Model (GCM) outputs for the period 1975-2100 on a local scale; (ii) the use of downscaling outputs as driving variables of specific simulation models; (iii) the spatial interpolation of model's output to feed an economic and (iv) a quality model. The results show that as a consequence of progressive increase in temperature and a decrease of rainfall a) the potential suitable areas for grapevine cultivation increased; b) the grapevine growth cycle was shorter; c) the final yield was gradually reduced with a particular relevance for those areas characterised by quality cultivation regulation; and d) the

\* Giacomo Trombi, Marco Bindi, Department of Plant, Soil and Environmental Science, University of Florence, Piazzale delle Cascine, 18 50144 Florence, Italy.

Marco Moriondo, Roberto Ferrise, CNR-IBIMET, Via G. Caproni 8, 50145 Florence, Italy.

Claudio Fagarazzi, Department. of Agriculture and Land Economics, University of Florence, Piazzale delle Cascine, 18 50144 Firenze, Italy.

Mattia Cai, Department Land, Environment, Agriculture and Forestry, University of Padua, Agripolis - v.le dell'Università, 16, 35020, Legnaro (PD), Italy.

premium wine quality production areas shifted towards higher elevations.

The results pointed out how the high-quality grape cultivated areas could be reduced and shifted within the region in the near future, with consequences on agricultural sector; however, the side-effects might be expected also on touristic sector. Furthermore, modifications of rural landscapes resulting from such changes in the patterns of agricultural land use are likely to have significant side effects on the appeal of many locations as tourism destinations. A simple internet-based choice experiment was conducted in order to investigate how tourist willingness to pay for overnight stay at a rural location in Tuscany is influenced by the agricultural components of the surrounding landscape. The results suggest that the type of visual changes in the landscape induced by farming adapting to climate change is likely to have non-negligible economic impacts on rural tourism to Tuscany.

# Development a Destination Competitiveness Model for Wine Tourism Regions: Case of Cappadocia

Hilmi Rafet Yüncü, Güven Sevil\*

Wine tourism, as special interest tourism, encompasses a wide range of experiences built around tourist visitation to wine outlets, wineries and wine regions. Recently wine tourism has become an important concept for the wine regions. Wine tourism attracts visitors to wine region. Especially to visit the wine regions has become a new market for the small wine producers. For that reason many wine producer welcome to new visitors to their wineries. Wine tourism is an important an important component of the potential marketing and selling mix of wineries and wine business. Many wineries often do not have sufficient production to distribute through wholesale or retail channels. In the world there are strong competitions in wine industry.

Destination competitiveness is an important issue for destination last decade. Many studies conducted with general destination competitiveness. A model for alternative tourism is needed destinations. For this reason this study conducted with wine tourism destinations.

Due to competition, wine regions have to use their potential more productive. Competitiveness is a way to use the resources more affective to satisfy visitors in long term. For this reason, determine the factors of competitiveness of wine regions are important. In the tourism literature competitiveness is approached in general manner. And It is important to determine to factors of competitiveness for alternative tourism variety. In this study, a structural model will be developed with Structural Equation Modeling for the factors of competitiveness of wine tourism region. For this aim a competitiveness scale was developed through wine tourism and tourism competitiveness literature. This questionanare was conducted with tourism stakeholder in Cappadocia. Explanatory and confirmative factor analyses are applied to the result of this questionnare and Structural Equation Modeling was applied

\* Hilmi Rafet Yüncü Phd, Assistant Profosor, Anadolu University The School of Tourism and Hotel Management.

Güven Sevil Phd, Professor, Anadolu University The School of Physical Education and Sports.

after confirmatory factor analysis to determine factors of competitiveness in wine regions and relationship between this factors.

# Wine Tourism in Turkey through Archaeological Roman Sites

Hilmi Rafet Yüncü, Murat Yankı, Deniz Yüncü\*

The aim of this paper is to bring a new dimension to wine tourism by defining the activity as 'Cultural and Historical Tourism based on history of wine in Ancient Anatolia'; therefore to point the ancient centers that produced wine in roman times and to construct some itineraries for wine tourists who also are interested in historical aspect.

Turkey, that is also known as Asia Minor or Anatolia in historical context, is a land where there is a considerable number of Archaeological sites dating back to Roman Empire period. These sites that also represent a very high quality of preservation are worth visiting and very convenient to reach by efficient road network of the country.

Wine that was an important element in the social life of romans must have been one of the factors which attracted them to these lands and made them establish big and prosperous towns of which the populations reached hundreds of thousands in ancient times. The paper tells about these ancient settlements and the wine culture in those areas.

On the other hand, the fact that god of wine of Greeks called Dionysos, of whom the name was changed to Bacchus in Roman times was deeply worshipped in Ancient Anatolia, where was also built the biggest temple of ancient times dedicated to him. The paper mentions these temples as well as the historic sites with the images of Bacchus.

In the light of all the information given above, the paper introduces a wine tourism based both on winery visits, tastings and food and wine matching in Turkey and a very rich history based on this divine drink. It introduces some routes for wine tourists based on all the accumulation of the historical knowledge.

\* Hilmi Rafet Yüncü, Anadolu University The School of Tourism and Hotel Management.

Murat Yankı, The Vocational School of Cappadocia.

Deniz Yüncü, Anadolu University The School of Tourism and Hotel Management.

# Staging *Terroir* for Tourists: Burgundy's Wine Museums

Philip Whalen

*Keywords:* Burgundy, Museum, Wine, Tourism, *Terroir*

Today's Burgundian wine museums market themselves as tourist destinations. Compared to traditional museums concerned primarily with the dissemination of authoritative knowledge, contemporary wine museums respond to the needs and interests of their audience/visitors by blending elements of educational, entertainment and tourist traditions. "The museums of today," writes Eilean Hooper-Greenhill, "is one in which all the various needs of visitors can be satisfied: a museum with well-displayed and enlivened collections, with a shop in which desirable and well-packaged objects can be purchased, with several places to eat according to one's pocket and taste, with a rest area, and with space for the children to be cared for and to play" (Hooper-Greenhill, 2000). These strategies are calculated to stimulate audiences to respond favorably to themed environments that present preferred views of reality- the geography of wine- from what appears to be a neutral perspective.

This cultural imperative also informs the organization of several important Burgundian installations dedicated to representing and simulating the relation between the Burgundian *terroir*, viti/vinicultural products, and regional culture. These exhibit facilities are oriented toward the following practices: a public-business model of sponsorship; corporate entertaining; the increasing devotion of space to shops in which items related to the collections may be purchased; areas for people to repair and repast; architectural design that enhances a smooth flow; the use of technology to enhance visitor self-guidance; narrative strategies that reveal the organic and historic contexts surrounding the objects in their collections; fragmented narratives that reveal multiples perspectives, and- as in the example of the Imaginarium with its postmodern reflecting glass and sculpture garden- features such as entrances that resemble those of contemporary hotels. Burgundian wine museums perpetuate a "symbolic conquest" by reducing the region's human geography to the historical and cultural engagements of its wine *terroirs* and viti-tourist circuits.

The Hameau du Vin complex, in Romanèche-Thorins, Burgundy, for instance, stages a dramatic encounter between visitors and the hallowed artifacts of a cherished heritage (Preziosi, 2006 and Lunnly, 2005). Its exhibits ethno-mimetically organize the signs of festivals, technology, imaginary, and experiential spaces into a cognitive map of Burgundy's viti/vinicultural history, traditions, landscape and products. This auto-validating circuit uses the poetics of *terroir* to romanticize labor traditions, naturalize regional identity, define territorial boundaries, and legitimize agricultural policies. A visit amounts to a didactic and interactive *mode d'emploi* or user's guide to an all-encompassing Burgundian winescape. Visitors become informed subjects as well as constructed objects; they learn to become consumers of a shared heritage deserving of memorialization as well as becoming themselves the social products of that heritage.

Burgundian *Terroir* also provides the dominant idea and organizing principle at Louis Bouillot's Imaginarium in Nuits-Saint-Georges. If museums employ "theatrical effects to enhance a belief in the historicity of the objects they collect," this complex illustrates how far the concept of *terroir* may be taken to embrace technological vistas (Preziosi and Farago, 2004, p. 13). L'Imaginarium uses digital strategies to both accentuate the novelty of the visitor's experience of discovery and to propose technologically mediated experiences. Terminals, touch screens and kiosks underscore Michelle Henning's observation contemporary museums frequently try to "disrupt traditional practices of aesthetic contemplation" in order to achieve greater interactivity and immediacy (Henning 2006, p. 11). Here, dramatically arranged and technologically sophisticated exhibits draw the attention of visitors to familiar topics and emerging themes related to viticulture in an immediate, entertaining, interactive and educational fashion. L'Imaginarium's media complex offers a playful and interactive circuit designed to answer questions about making effervescent wines. Visitors move freely from one eye-catching installation on production to another on consumption in any order. These exhibits include, we are told: "an intriguingly effervescent film," "games and animations for old and young," and a sampling of "fine bubbles" (Brochure). Technological possibilities, insofar as they may be related to the production of sparkling wines or serve to coordinate gastronomic menus (through eye-catching multimedia exhibits) are presented as fully autonomous and as their own guarantors of the qualities *terroir* is supposed to authenticate.

Burgundy's wine industry has repeatedly and continues to innovate in response to competition and market challenges. To that end, wine museums continue to employ the principle of *terroir* to delineate space, select itineraries, authenticate the objects of attention, and organize tourism. This

enables the efficient production, marketing, and consumption of multiple geographies simultaneously. This cartography continues to translate cultural, economic and political objectives into regional heritage, patrimonial space, local identity, scenographic context, and tourism destinations. It also serves, however, to further explore and articulate *terroir's* ideological and discursive potential. The use of emerging media and display technologies to enhance leisure, festivity, discovery, sensation, novelty, etc., has been essential to the success of wine parks, museums and/or complexes. From the Burgundian Pavilion to L'Imaginarium, these media are used to capture attention and transform perceptions. Their success is most evident in the application of *terroir* to market cassis, sparkling wines, and other agricultural products. These developments suggest that the ideological flexibility of the concept of *terroir* might find significant new applications in an era of expanding wine production, emerging technologies, and increasingly variable climate conditions within permutations of the existing *Système d'appellation d'origine contrôlée* (White et. al. 2009).

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