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**"Enogastronomic products and territory:
local specificities and global opportunities
for tourism development"**

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Introduction

Typical products and food and wine tourism can represent a precious resource for the socio-economic development of a territory. The change that took place in the transition from the industrial to the post-industrial society also included a new way of interpreting leisure time, and as a result a new way of developing tourism.

Food and wine tourism through the promotion and integrated and coordinated management of local food resources can represent a source of both economic and socio-cultural development for the territory (Henderson, 2009). Along with the changes that have taken place in the concept of personal identity and in the processes of consumption, even the field of leisure time leaves mass tourism behind to give space to the subjectivity of the individual who expresses himself or herself through more personal ways of tourism development that contribute to outline a certain lifestyle rather than another. Between around 1950 and 1975, the increasingly undifferentiated tourist demand grew; the prototype of this tourism for all is seaside holidays characterised by the so-called "4 S's" (*Sand, Sea, Sun, Sex*). In this phase tourists concentrate all their interest on a hasty visit to a number of things to see such as monuments and museums (the phenomenon of *sightseeing*), reducing the journey to a live check of what has already been seen in books and travel guides, and then return to the safety and comfort of the Grand Hotels or tourist resorts.

Between 1975 and 2000, a certain differentiation in tourist behavior begins to appear, the demand is increasingly attentive to the quality-price ratio; together with the substantial increase in standardised tourism, alternatives to the more widespread type of holiday are growing, during which greater attention is paid to the local reality. The tourist may not be satisfied with the banal scene created specifically for them (pseudo-events), but they can experience the sensations of the ancient travellers by entering the *back region* until they know the place visited in an authentic way.

Nowadays the third generation of mass tourism is developing, with a tourist market that on the one hand continues to support an offer based on typical mass tourism characterised by organised trips and tourist resorts, and on the other hand is starting to adapt to the new consumer's needs. That's when the "4 S's" are gradually replaced by the "4 E's" (*Environment and clean nature, Educational tourism, Event and mega event, Entertainment and fun*), and a tourist who favours entertainment, is more sensitive to the environment and safety conscious. Therefore, new forms of tourism are spreading, such as cultural tourism, adventure tourism, sports tourism, business tourism, and tourism companies themselves try to meet the needs of this ever-changing market and beat an increasingly fierce competition.

An element that, in recent years, has been acting as a further stimulus towards traditional tourism companies is the growing success of online tourism, with the spread of online agencies that allow tourists to plan their holiday according to their needs, so that they are able to carry out what the tourist industry calls a Free Independent Trip (Savelli, 2008; Savelli & Manella, 2017).

It's in this context that food and wine tourism fits, a niche tourism, yet still growing compared to traditional forms of tourism.

The strategic importance of the food and wine sector as a well-defined segment of tourism has progressively grown over the years in Italy. From being a cross-cutting component to every type of tourism, food and wine has now become the main motivation for the movement for certain

groups of users, placing itself in all respects among the so-called "emerging tourism" (Williams et al. 2014). However, to date, the same concept of food and wine tourism is rather vague, it is too often brought back to the mere search for typical products and foods, overshadowing the knowledge of the motivations that drive the tourist to food and wine experience, whereas the more general discovery of the territory and the cultural, artistic and historical resources present in it are instead fundamental. It's therefore a cultural tourism in all respects, in which not only has one the opportunity to get to know the area, but also to live it, coming into contact with its people, with the sensations it evokes, in a few words to capture the *genius loci*.

When we talk about food and wine tourism we must keep in mind that on the one hand it is a relatively young phenomenon and on the other hand it is growing very significantly and continuously, although it is not yet easily quantifiable.

The territory and its typical productions are a great resource for the culture of each region; from the awareness of this fundamental assumption many projects of valorization of the territory and of the typical productions were born, like for example the food and wine tours that are proving to be great success.

In Italy, food and wine tourism is a phenomenon that substantially dates back to the Nineties; before that, in fact, it was not possible to talk about an organised offer, but rather about sporadic events that still had the flavour of the village festival.

Globalisation has helped the birth of certified products such as the Geographical Indications and the Protected Designation of Origin, which discipline and certify the real naturalness and typicality of the products.

The awareness that tourism can become a strategic growth factor and even one of the most important economic items in countries, regions, places that have resources to be enhanced and know how to design, plan, manage, protect, update and redevelop their tourism product with clarity, timing and consistency, is now consolidated worldwide.

In territorial marketing the big event is considered an essential innovative project because its importance, resonance and content are able to mobilise the development potentials of a place, favour its infrastructural change, strengthen its image and identity and modify its image, communication (Bagautdinova et al., 2012; Zbucnea, 2014).

From a marketing point of view it is very important to consider the cultural event as a product that is offered, that is requested, that is, in other words, exchanged on the market.

The event itself becomes a core element of the tourist offer and represents a strong catalyst for visitor flows into the territory, seen through its multiple meanings of landscape, culture and tradition, specific productions, etc.

Against a background of "total" competitiveness (at regional, national, international level, etc.), it is essential that operators know how to clarify the unique and irreplaceable features of their territory; that commit to the activation of projects inspired by the concept of sustainability, promote cooperation policies between actors in a systemic perspective, consider quality as a core element to tailor experiences that for the tourist prove to be unforgettable (Caroli, 2006).

The sector of enogastronomic tourism and that of wine in particular, is a classic example.

Wine production has found a new interesting market in wine tourism, capable of increasing its turnover by offering new consumption opportunities, by increasing the turnover, offering an

experiential added value to the customer, building loyalty on its brand with elements such as the memory of an extremely pleasant trip, the human relationship with the producer, the knowledge of production techniques, the differentiation with other products and producers.

This leads to having to acquire new knowledge and skills and to define common marketing strategies.

Food and wine with their features, history, traditions are at the center of a system that finds in the territory an element shared by tourism (Anelli, 2007) and together they contribute to building identity, giving that appeal that a place needs to become a tourist destination. For effective enhancement, an important role must be attributed, not only to the material heritage, but above all to the intangible, emotional and symbolic values that become the true source of sustainable competitive advantage.

The definition of food and wine tourism identifies the figure of the food and wine tourist: the person who is willing to move from their place of residence in order to reach and understand the culture, the history of a destination known for typical food production, coming into direct contact with the producer, visiting the production area and tasting the product directly (Croce & Perri, 2010).

In this perspective, four articles are proposed that describe and analyse the evolution of food and wine tourism. The articles are the following:

- Ciani S., Iseppi L., “Transforming terroir in tourism destination” (2019) *23th IPSAPA/ISPALEM International Scientific Conference Aversa/Caserta (Italy)*;
- Ciani S., “Food, drink and culinary tourism: evidence from Italy” (2019) *Agribusiness Landscape & Environment Management*;
- Ciani S., Mason M. C., Moretti A., “Geographical Indications and Tourism destinations: an overview” (2019) *The Routledge Handbook of Gastronomic Tourism*, London;
- Zannini A., Mason M. C., Ciani S., “The Events” (2019) *Tourism and the Territory Observatory*

Food tourism has been conceptualised in “Transforming terroir in tourism destination”: a form of tourism strictly related to culture, history and food of a place. We explained how terroir, tourism destination and typical foods can determine food tourism. The interaction between these factors creates a new form of cultural tourism in which the main protagonists are local productions and their history, local tradition. In the second part, a linear regression has been proposed, which relates tourist demand (arrivals) to the tourism offer of food and wine industry - highlighting the main characterising factors. Here too, the Italian territory was examined.

In the article “Food, drink and culinary tourism: evidence from Italy” a bibliographic research was carried out concerning the descriptors of food and wine tourism. The research focussed on the whole Italian territory, since Italy represents the country with the highest number of food certifications. In this first phase, various articles were analysed, which dealt with the themes of food and enogastronomic tourism with the aim of highlighting the factors determining and characterizing food and wine tourism. The article concludes with a spatial analysis through the mapping of spatial information concerning the descriptors of food and wine tourism and the identification of the main Italian food and wine sites.

“Geographical Indications and Tourism destinations: an overview” is a chapter paper published in an international magazine with the aim of describing the image and history of two excellent food and wine areas: the area of Parmigiano Reggiano cheese and the area of Prosecco wine. The article introduces the concept of Geographical Indications GIs and how these can transform a territory into a tourist destination. Afterwards the two typical productions are described and represented through geo-referencing systems, introducing other tourist indicators that together participate in the definition of the tourist offer within the production areas.

“The Events” is a small contribution in an Italian magazine for the observatory of food and wine tourism that highlights how food and wine events today represent one of the main promoters of the food and wine tourism movement.

In conclusion, the four articles analyse the phenomenon of food and wine tourism in the Italian territorial context from different theoretical and methodological points of view.

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TRANSFORMING TERROIR IN TOURISM DESTINATION

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***Abstract.** This study focuses its attention on the relation between typical foods and tourism destination using the concept of terroir as a key point. The paper proposes a review of the literature where fields of the study were identified and described. In particular the attention is focused on the concept of terroir and the concept of tourism destination. Food tourism is conceptualized and, according to literature, different ways to promote food tourism and how to measure it are proposed. The use of the linear regression model using arrivals as a dependent variable is also proposed. The paper concludes with a discussion of the results and some implications for the future.*

***Keywords:** Food tourism, Terroir, Typical foods, Place, Wine certifications*

Introduction

The focus of this work understands how tourism can be valorized through typical productions. The common factor of these two concepts is the terroir and the first step will be to identify the application fields of “terroir”, “typical foods”, “tourism destination”, “food tourism”, “place” and “foodie” in literature. To this end, we proceeded with a literature review that focused on articles published in the last 10 years (from 2000 to 2017) in the Scopus database. Using keywords such as food tourism, terroir, typical foods, place, wine certifications as search proxies, 195 articles have been identified and 65 of them critically analyzed.

Place and Tourist Destination

Smith (2015) focused his attention on the importance of a place in the context of tourism. In particular, he studied the relation between place and culture as tourism experience. A place is defined by cultural, social, economic, political and historical factors that make it unique. In literature there are a lot non-tourism examples of place (Gruenewald, 2003; Simken & Freeman, 2008; Barca et al, 2012), but there are few contributions about tourism (Smith, 2015). From a tourist point of view, the place acquires the main role of tourism destination. Destinations can promote different kinds of cultural tourism depending on the particularity of the place itself. The place and the culture are complementary; their union creates a synergic effect that allows tourists to live the tourism experience fully. This implies that the tourist is in a place, not just at a place (Smith, 2015). Places can be differentiated by traditional food (Renko & Bucar, 2014).

Food Tourism

In the last twenty years new forms of tourism like food tourism were established, which allow tourists to taste local foods in the territorial context of production. Long (1998) was the first to introduce the concept of food tourism. Food tourism is about individuals that outside the ordinary

use food to explore new cultures (Long, 2004). Two main goals for a food tourist are to seek different varieties and to perceive the authenticity of products (Kirshenblatt & Gimblett, 2004; Molz, 2004; Shenoy, 2005). Food tourists seek to “eat authentically” rather than to “eat well” (Lenglet & Giannelloni, 2016). In the food experience different factors take part, like the food, the landscape, the local knowledge that enhances the typicality of food (Smith, 2015). The beauty of a place can give consumers positive emotions that valorize the product (Tempesta et al., 2010). Lenglet (2014) regards the consumption of typical foods as related by hedonic or symbolic motivations. For these reasons food tourism can be assimilated to a form of cultural tourism (Lenglet & Giannelloni, 2016).

Typical foods have a deep relation with the environment of origin and the local knowledge. As you can guess in both considerations an important role of the territorial context or place emerges. The place is a key point between the food tourism experience and typical foods, because both these elements are strongly dependent and related by place. In food tourism or in the typical food context the concept of place is associated with the concept of terroir.

Croce and Perri (2010) defined terroir as a point of reference for food and wine tourism but terroir is also the phenomenon of the place that confers unique and irreproducible characteristics of food products (Mitchell et al., 2003).

From food tourism a new category of tourists emerged: the foodie.

Foodie indicates people with a great passion for tasting and knowing food (Cairns et al., 2010). Several studies about it have been carried out by different authors (Getz et al., 2014; Sloan, 2013). Green et al., (2015) describe foodie as people that seek and appreciate local foods, peculiar types of foods, in short typical foods. The behaviors and activities of foodie are precious contributions to identifying which are the strengths of the tourism destination and which are the local resources, like opportunities to improve tourism demand (McKercher et al., 2008). Offering other types of activities helps a destination by encouraging new engagement, gaining advantage, prolonging tourist stay and enriching tourism experience (Smith, 2015).

Typical Foods

Typical products are related to a place and a history of origin (Barjolle et al., 1998); it means that characteristics of a place, or better of a terroir, contribute defining the quality, the typicality of foods. Inside this big family of agro-food products there are Geographical Indications (GIs): typical foods protected by specific regulatory systems developed over time. These regulations are a form of intellectual properties that limit the method and the territory of production. EU has the highest number of GIs, and in this context, Italy is in first place.

Creation of GIs can bring some advantages:

- improve and ensure “local”, “quality”, or “endogenous” food systems (Van der Ploeg & Long, 1994);
- permit rural or local development (Belletti & Marescotti, 2002; Marsden et al., 2000; Murdoch et al., 2000; Van der Ploeg & Renting, 2000; Van der Ploeg et al., 2000);
- sell products at higher prices than others and maintain producers competitiveness (Babcock and Clemens, 2004).

The EU regulations define two types of GIs: Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs), that differ for how closely a product is related to territory (European Commission, 2007). PDOs indicates products subject to more stringent and severe conditions; it requires that the quality or characteristics of products be exclusively referred to natural and human factors of the geographic area of origin and in other words the entire production process must occur within the defined geographic area of origin.

For PGI products' conditions are less severe than the first, indeed it requires that a part of quality or characteristics of products be referred to the geographic area of origin.

PDO and PGI protection was born from the will of a plurality of operators that want to valorize a product within the terroir and consequently to have competitive advantage on other firms (Van Itterum et al., 2007).

Terroir

Terroir is a term which substitutes the concept of place in a food and tourism context. The origin of this notion is from the French world wine. Wilson (1988) in his work describes terroir as a set of physical elements of vineyard habitat but he also includes an additional dimension that represents the history and culture of wine.

Terroir is literally translated as terrain, soil, land, ground, earth (Bowen & Zapata., 2009) but according to Lenglet (2014) the concept of terroir is characterized by numerous attributes. He considers three points of view of terroir: a physical one to identify the geographical and geological attributes; a social one to identify the human attributes and finally from a philosophical point of view terroir identifies hedonic and symbolic attributes (Vaudour, 2002; Barham, 2003; Charters, 2010).

Terroir confers unique and irreproducible characteristics to products (Spielmann & Gélinas-Chebat, 2012) that are the result of the interaction of natural and human factors (Bowen & Zapata, 2009) like traditions, knowledge and cultural practices (Trubek, 2008; Barham, 2003); in other words the quality of products is established by the place where they come from (Gade, 2004) . The human factor plays an important role in defining terroir: products could not exist without human intervention (Barham, 2003). From the consumer point of view, products coming from a terroir are perceived as unique, artisanal with irreproducible qualities (Spielman & Gélinas-Chebat, 2012).

Conceptualization of Food Tourism

In this part the main considerations of some scholars are reported, which contribute to easily understand the point of union of these topics and create the theoretical framework of the paper.

Croce & Perri (2010) established that terroir is a “key point of reference for food and wine tourism”.

In current literature, a number of scholars (Bérard et al., 2005; Bérard & Marchenay, 2006) have studied the associations between Geographic Indications, local environmental resources and cultural resources through the concept of terroir (Bowen & Zapata, 2009). Products related to a terroir have two main characteristics: the localization in a geographical place and the existence of a history, culture and know-how in consumers' minds (Aurier et al., 2004; Fort & Fort, 2006).

Terroir is a concept that links different actors with their activities, their traditions and social organizations.

Aurier et al. (2004) describe three main sources that influence the terroir characteristics of a product: the geographic area, history and culture, and know-how. These sources should also impact the perceived value product by consumer of food tourist.

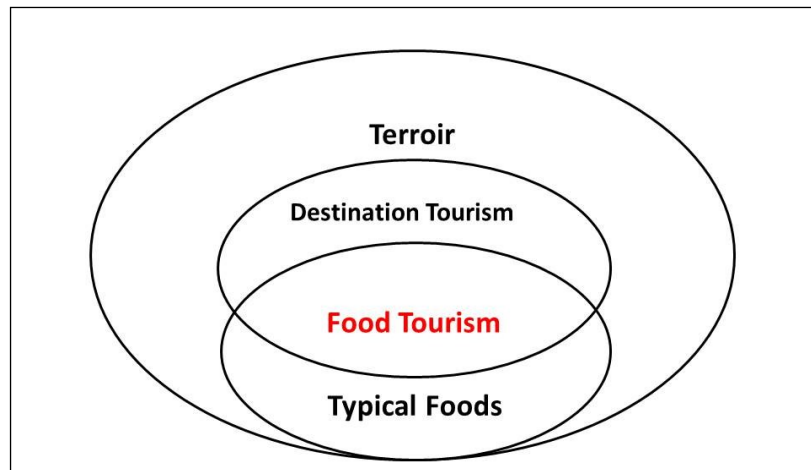


Figure 1. Conceptualization of food tourism. Source: our elaboration.

Promotion of Food tourism

In the previous part the theoretical framework of Food tourism was presented. The current part analyzes how and which ways to use to promote food tourism in a particular area. Thorne (2009) argues that the goal of place-based cultural tourism is not simply to bring the tourist to a place but convey the concept of terroir. The idea is developing a strong identity of the area through food traditions (Lee & Arcodia, 2011) and helps local actors increase local economy (Everett & Aitchison, 2008).

One of the possible ways of promotion is proposing festivals and food-fairs (Hjalanger & Corigliano, 2000) with a double effect: attract foodie to a specific area and rediscover historical food traditions. Other possibilities of food tourism promotion are represented by visits to food producers or typical restaurants (Schlüter & Thiel, 2008). Calabrò & Vieri (2014) suggest promoting different socio-economic-cultural components of a territorial context to identify and valorize a place. The promotion of socio-economic-cultural components is the way to encourage the development of a system which expresses the uniqueness and significance of a territory (Cairol et al., 2009). These components characterize the supply part but the demand represented by tourists must also be considered. Goodwin & Francis (2003) propose a number of tourist arrivals and departures as a tourism performance indicator.

Sharing these concepts, it is clear that the first step is to determine which are the main components/factors used for tourism measuring.

Tourism indicators

Lorenzini et al. (2011) have studied tourism development in the region of Marche, using different indicators that had been mentioned earlier. As reported by authors, indicators identify a limited zone rather than the whole country.

In this study the research of tourism indicators was extended to the whole country: Italy, specifically to the 8046 Italian municipalities (grouped in 20 regions). The data, at a municipality level, has been gathered in 2017, analyzing institutional sites such as the National Institute of Statistics, the Ministry of Agriculture and some websites like Eventi e Sagre, Fondazione Slow Food (Tab.1).

As it is commonly known, Italy is famous for its cultural, historical and artistic goods. But there are also a lot of nature reserves and picturesque lands. All these resources have promoted the development of a different kind of tourism, confirmed by the number of hotels and other accommodation. The data gathered has been aggregated so as to create a unique dataset where all the variables for each municipalities are shown. Furthermore, some variables have been considered individually, while others have been matched, like Fairs and Markets and Events and Festivals.

Table 1. Food tourism indicators

Indicators	Overall	Source
Population	60.665.551	ISTAT
Slow foods	279	Fondazione slow food
Fairs and Markets	198	Calendario fiere internazionali
Events and Festivals	11.056	Eventi e sagre
Hotels	33.199	ISTAT
Agriturismi (farmhouse)	18.525	ISTAT
Bed and Breakfast	30.384	ISTAT
Wine certifications	523	MiPAAF
Food certifications	293	MiPAAF
Arrivals	226.709.348	ISTAT
Presences	795.612.334	ISTAT

The table shows all the indicators related to food. It's interesting to know that Italy has 293 food certifications and 523 wine certifications and 279 slow foods. These agro-food products are at the base of food tourism development. From food products new attractions have been designed (Brunori & Rossi, 2000). Also inside the terroir "alternative" accommodation like B&B and *agriturismi* (farmhouses) has been proposed (Tao, 2008) with the scope to attract tourists and increment their experience. In the end tourism demand is expressed by two indicators: arrivals and presence.

Methodology and results

In order to identify the food tourism determinants, we propose a model that allows to test the relationship through food attractiveness and tourist demand. For this purpose a multiple linear regression analysis was carried out through SPSS version 20.0. According to several scholars we

chose to use tourist arrivals as a dependent variable. Tourism arrivals represent the main marker to establish whether a place could be identified as a tourism destination (Zhang, Jensen, 2007). Tourist arrivals include all kind of tourism and it would be difficult to separate food tourism arrivals from others, so in this analysis we used all tourist arrivals. Elements characterizing the place take part in defining the tourism destination. Food attractiveness and accommodation facilities were used as driver variables. Initially an exploratory analysis was carried out, from which items with missing values and outliers, i.e. items with values deviating significantly from the average, were excluded. Last, all variables have been standardized.

The equation describing the model is synthetized in the following formula:

$$y = \beta_0 + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 + \beta_4 \cdot X_4 + \beta_5 \cdot X_5 + \beta_6 \cdot X_6 + \beta_7 \cdot X_7 + \beta_8 \cdot X_8 + \varepsilon$$

Eight independent variables have been considered in the model, which shows an adjusted R² of 0.835 (F: 5093,850076; $p < 0.001$). In Table 2 results are reported for each exploratory variable in the model. From the table we can see that all variables except Slow Food presidia and Wine Certifications have a significant $p < 0.10$. Variance Inflation Factor (VIF) values are smaller than 3.0 excluding the redundancy among exploratory variables (cut-off < 10.0). Accommodation, in particular hotels and B&B, play a positive and significant role in tourism arrivals. Events and Typical Food zones have a positive impact on tourism.

Table 2. Regression results

Variable	β	Std Err	t-Statistic	p	VIF
Costant			,000	1,000	
Borghesi	-,216	,006	-37,127	,000	1,651
Slow Food	-,004	,005	-,807	,420	1,034
Wine Certif	,007	,005	1,393	,164	1,093
Hotels	,666	,007	90,047	,000	2,670
Agritur	-,036	,005	-7,701	,000	1,093
B&B	,376	,006	59,624	,000	1,938
Typic Food	,023	,005	4,953	,000	1,087
Events	,087	,005	17,701	,000	1,165

Discussions and Implications

This study has proposed a new model to conceptualize food tourism as a new form of tourism strictly related to culture, history and food of a place. We explained how terroir, tourism destination and typical foods can determine food tourism. We researched the main territorial elements that contribute to define food attractiveness. A multiple linear regression was carried out, with the objective of verifying if the variables researched contributed significantly in defining food tourism. The analysis confirms a significant and positive contribution for most variables considered.

This study can have future implications, for example by implementing and selecting indicators that better describe food tourism with the goal of identifying and characterizing this tourism from other kinds. Furthermore this study can be the starting point for projects for the tourism planning of a territory; tour operators must be more aware of their territorial resources and understand which elements, in a regional territorial context, are to be promoted or implemented to favor tourist arrivals. This analysis represents the Italian situation but it is clear that each territory is

characterized by its peculiarities in which some elements are more present than others. The knowledge of one's own territory and the implementation of policies aimed at promoting food tourism can have beneficial effects for the visibility of both the tourist destination and local economy.

Sommario

Questo studio ha proposto un nuovo modello per concettualizzare il turismo alimentare come una nuova forma di turismo strettamente legata alla cultura, alla storia e al cibo di un luogo. Viene dimostrato come il terroir, la destinazione turistica e i cibi tipici siano le determinanti del turismo alimentare. Inoltre si è posta particolare attenzione allo studio dei principali elementi territoriali che contribuiscono a definire l'attrattiva di un cibo. La regressione lineare multipla proposta aveva l'obiettivo di verificare se le variabili individuate (popolazione, Slow Food, fiere e mercati, eventi e festival, alberghi, agriturismi, B&B, certificazioni in campo enologico e alimentare, presenze) svolgevano un ruolo significativo nel definire il turismo alimentare (arrivi). L'analisi ha confermato un contributo significativo e positivo per la maggior parte delle variabili considerate. La ricerca svolta ha permesso quindi di selezionare le variabili che meglio descrivono il turismo alimentare permettendo così di caratterizzare e identificare univocamente questa forma di turismo dalle altre.

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FOOD, DRINK AND CULINARY TOURISM: EVIDENCE FROM ITALY

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Abstract

The aim of this paper is to analyze the determinants of Food tourism in Italy. The objective of the first part is to examine and describe the evolution and the importance of local food and drinks such as promoting a tourist destinations. In the second part, we propose an empirical approach: according to current literature we identify food attractiveness and tourism indicators and finally we define food tourism destination in Italy using Geographical Information System tools.

Keywords: Food tourism, GIS, Food attractions, Italy, Spatial analysis

Introduction

Nowadays, local food and drink are playing an increasingly important role in the differentiation and promotion of tourist destinations. The latter are gaining more and more notoriety thanks to the recognition of local food and wine products of international brands and certifications. Gastronomy is in fact one of the basis of local culture and part of the cultural heritage of a region (Tellström, Gustafsson & Mossberg, 2006). Food represents and expresses the identity of a country, helps improve the quality and competitiveness of the tourism industry through *marketing* strategies and *brand* building (du Rand, Heath, & Alberts, 2003).

Tourism marketing, that is the application of *marketing* principles and techniques for the tourism sector, has a short-term time horizon, aims to enhance the capacity of an area by exploiting local resources and its location. The logic adopted is *market driven*, that is, it tries to identify those combinations of available resources that allow to best seize the contingent opportunities of the tourism market, while maintaining coherence with long-term vision of tourism development (Bonetti & Simoni, 2011, 315). This type of *marketing* finds its natural complement in *territorial marketing* that encompasses the set of activities and resources aimed at ensuring the development of a territorial area in the long term. Compared to tourism *marketing*, the territorial one adopts a *resource-based* logic, that is identifying and then developing the resources needed to bridge the existing gap between the current identity of the area and that which is considered necessary to adopt in the future, according to possible development scenarios.

These types of *marketing* are intended as the founding disciplines of the development of a territorial system.

Destination marketing comes from territorial marketing, intended as the development of that communicative process that is effective in attracting potential visitors, influencing them in their

choice of travel experience, by anticipating their needs (Palmer & Bejou, 1995).

The World Tourism Organization (WTO) defines Destination Marketing as the set of activities and processes that bring together buyers and sellers, focusing on answering consumer questions in order to achieve a competitive positioning "(WTO, 2004). Destination marketing is therefore a set of continuous and coordinated activities, decisions and actions relating to products, needs, prices, market segmentation, promotion and distribution, which are linked to an efficient distribution of products in high-growth potential markets.

Some authors believe that food tourism is emerging as a relevant component of destination marketing (Hall & Sharples, 2003) and its ever-expanding industry offers both tourist destinations and tourism businesses the opportunity to create a unique competitive advantage for themselves (ICTA, 2008). A strong link between food and particular local and national characteristics is thus created (Okumus et al., 2007).

The three pillars on which food and wine tourism is based are: agriculture, culture and tourism (du Rand & Heath, 2006). These components offer activities and opportunities to promote, market and position culinary tourism as a pull and experience factor of a given destination.

In detail, agriculture supplies the product (food and wine), culture provides history, tradition and authenticity; finally, tourism makes available infrastructure and services. The latter is considered the key element, since it links the three components in the experience of food tourism. This allows us to consider the latter as one of the constituent elements of the tourism paradigm.

Food tourism is thus considered one of the attractions offered by a destination and can therefore form part of the destination marketing strategy (Fox, 2007). According to this approach, no destination can therefore afford to ignore the importance of food and wine as attractions supporting the tourist experience offered.

The contribution of culinary tourism to the sustainable competitiveness of a destination involves the identification, development and implementation of tourism promoters to achieve such a goal.

The concept of sustainable competitiveness, according to Ritchie and Crouch (2003), aims to increase tourism spending by attracting a greater number of users, providing them with satisfying and memorable experiences. At the same time it improves the residents of that territory's well-being and preserves the natural capital of the place for future generations. The sustainable competitiveness of the destination is therefore of paramount importance and becomes the key point around which all tourism revolves.

It is believed that the most important product in tourism is the experience provided by the destination. The attractions and tourist experiences that a destination offers are increasingly considered as key elements of competitiveness and are receiving more and more attention and promotional funding (Ritchie & Crouch, 2000).

In this context, destination marketing offers sustainable opportunities to reach and guarantee the competitiveness of the destination (Crouch & Ritchie, 1999). Food, wine, local and regional gastronomy are defined as elements of food tourism that translates into a potential that contributes to the sustainable competitiveness of a destination, both from a tourism development perspective and destination marketing.

The promotion of local and regional food and wine is an effective way to support and strengthen tourism and the agricultural sectors of rural economies: preserving the culinary heritage and adding

value to the authenticity of the destination; expanding and improving the basic resource of local and regional tourism and stimulating agricultural production (du Rand & Heath, 2006).

The development of a framework and guidelines for the implementation and development of food tourism can enable current and potential destination marketing operators and entrepreneurs to optimise the tourism potential of local and regional food products. This can be achieved in synergy with strategic planning that allows stakeholders to cooperate and implement effective marketing strategies pertaining food tourism (Boyne, Hall, & Williams, 2003).

In conclusion, according to Croce and Perri (2010, 89), to attract tourists to a specific destination, it is necessary to transform the resource-territory into a systemic thematic tourism product, which highlights the identity and peculiarities of the territory and makes the offer compared to that of other *competitors* unique.

The tourism product is the means by which the operators of the offer try to fully satisfy the requests and expectations expressed by the clientele, based on the vocation of the reference territory, respecting its characteristics (Tikkanen, 2007).

The tourism product, therefore, appears to be the meeting point between requests expressed by demand and factors organised by the offer and to transform the territory-resource into a product that attracts the demand, it is necessary to implement a planning approach of territorial marketing that has as its clear goal the destination construction (Ivi, 90).

Objectives

The aim of this work is to propose a model to understand the possible determinants of the development of food tourism. The analysis is aimed at capturing the possible interactions between tourism development and the presence of food resources of an area. Italy is the European country that holds the highest number of food certifications and having a food culture that is deeply rooted in the territory, the study will focus on the whole peninsular area.

The first part of the work will have the purpose to identify the main elements that characterise food tourism. The second part will analyse the Italian territory in order to identify the areas with the greatest vocation for food tourism. In literature various multivariate analysis statistical methods have been developed to analyse the phenomenon of food tourism, for example the regression models for the analysis of tourist seasonality (Cuccia and Rizzo, 2011) or the structural equation models for the analysis of complex variables (Nunkoo and Ramkissoon, 2012). Having to analyse the phenomenon of food tourism on a vast and complex area such as the national territory, in our case it was decided to use spatial analysis systems or GIS (Geographical Information System) so as to reach an immediate and exhaustive view of the phenomenon. Several authors have used GIS to analyse tourism (Varjú, Suvák & Dombi, 2014; Shyuti & Khusi, 2012; Fadahunsi, 2011), but to date there are no publications investigating the phenomenon of food tourism by using GIS .

For the characterization of the study area, the different food attractions present were identified (Lorenzini et al., 2011). The main descriptors of food tourism are the DOP (Denomination of Protected Origin) and PGI (Protected Geographical Indication) productions. They represent the starting point for the development and promotion of a tourist destination (Lin, Pearson & Cai, 2011). These two certifications are followed by Slow Food presidia that guarantee the maintenance of local productions and traditions (Miele & Murdoch, 2002). Exhibitions, fairs and festivals are the

key events for promoting local food tourism and the attractiveness of the destination (Hjalanger & Corigliano, 2000; Mason & Paggiaro, 2009). In addition to events that happen at regular intervals, there are restaurants that offer local tradition dishes.

Added to these variables, there are also those related to arrivals, tourist presences, accommodation facilities and active localisations. Drivers for the users in choosing the destination of a territory are the cultural capital represented by villas, museums, libraries, monuments (Grefe, 2004) and the natural areas.

Materials and methods

In order to define the determinants of food tourism, a database was created consisting of 8,046 lines corresponding to Italian municipalities and 13 columns corresponding to the variables identified (Table 1). This database was developed using the GIS (Geographical Information System) spatial analysis tools and it was thus possible to create 14 thematic maps at a municipal level. The software used for the analysis is ArcGis version 10.3 of ESRI. The *Join* function allows you to integrate spatial data with information from attribute data. Only 4 of the 13 maps obtained will be described below, as they derive from the spatialization of the most significant variables.

Variables	Source	Year	Use as a research tool
Arrivals and presences	ISTAT	2014-2016	E. Lorenzini et. Al, 2011; Jie Zhang, Camilla Jensen, 2007 Ivan Malevolti, 2003; Stefano Rosignoli, 2009
Typical products	MIPAAF	2017	M. F. Cracolici, N. Nijkamp, 2009; Ivan Malevolti, 2003; Emilio Becheri, 2009
Protected areas	MIN_AMBIENTE	2015	Lorenzini et. Al, 2011 Ivan Malevolti, 2003; Wenjun Li, 2003
Active localisation	INFOCAMERE	2016	Lorenzini et. Al, 2011 Sabine Perch-Nielsen, Ana Sesartic, Matthias Stucki, 2010; Emilio Becheri, 2009
State library	MIBACT	2017	Emilio Becheri, 2009
Festivals and fairs	Eventiesagre	2017	Lorenzini et. Al, 2011 Donald Getz, 1997 Daniel Felsenstein, Aliza, Fleischer, 2003
Exhibitions	Calendariofiereinternazionali	2017	Lorenzini et. Al, 2011; Donald Getz, 1997; Donald Getz, 2008
State museums	MIBACT	2017	Lorenzini et. Al, 2011 Ivan Malevolti, 2003; Emilio Becheri, 2009
Typical restaurants	Gamberorosso, Via michelin, Espresso, Repubblica	2017	Lorenzini et. Al, 2011 Ivan Malevolti, 2003 Daniel Felsenstein, Aliza Fleischer, 2003
Slow Food centres	Fondazione slowfood	2017	Lorenzini et. Al, 2011 Luca Cacchiarelli et Al, 2015
Accommodation facilities	ISTAT	2015	Lorenzini et. Al, 2011; M. F. Cracolici, N. Nijkamp, 2009; Jie Zhang, Camilla Jensen, 2007; Daniel Felsenstein, Aliza Fleischer, 2003
Villas	MIBACT	2017	Ivan Malevolti, 2003; Emilio Becheri, 2009
Population	ISTAT	2017	Lorenzini et. Al, 2011; Jie Zhang, Camilla Jensen, 2007; Stefano Rosignoli, 2009

Table 1: Variables

The first variable analysed is the one related to arrivals and presences. Arrivals represent the number of tourists who have stayed at least one night in a hotel or extra-hotel accommodation facility and it is a useful datum to measure tourist demand (Frechtling, 2001) as well as to provide some indication about which destinations are the most interesting tourist attractions. The presences instead, indicate the number of overnight stays in the accommodation facilities. From the relationship between attendance and arrivals it is possible to calculate the average stay or the duration of stay for each single (common) destination. **Fig. 1** shows the geographical distribution of arrivals (a) and average tourist stays (b).

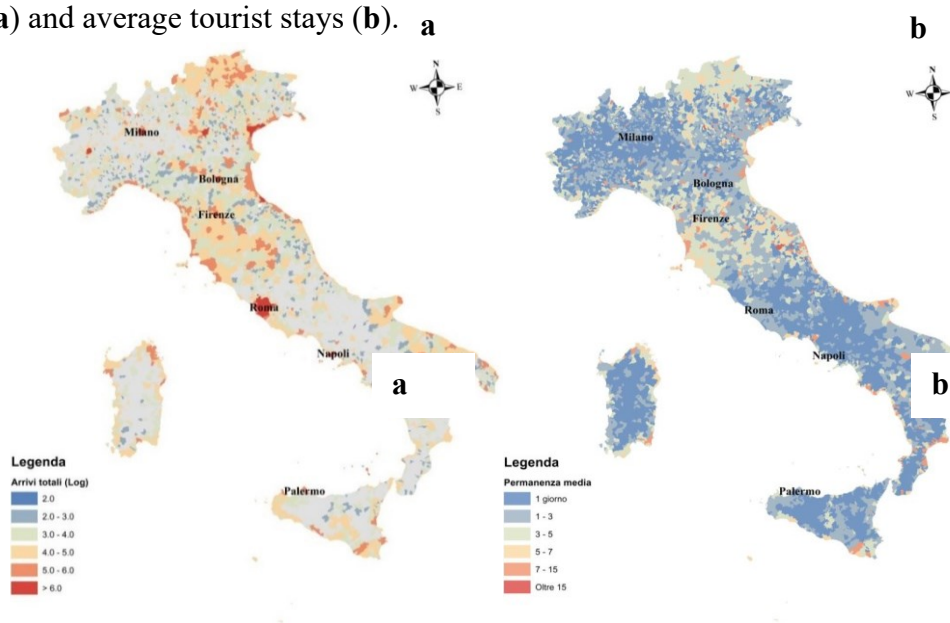


Fig. 1: a) Arrivals b) Average tourist stays

In terms of macro-areas, it can be observed that the regions of Central-Northern Italy have the highest number of arrivals compared to the regions of the South (Fig. 1a). The areas with the greatest influx of tourists are highlighted in red. The geographical area with the highest number of arrivals is Tuscany with an average of 46,000 arrivals per year per municipality, followed by Trentino Alto Adige, Veneto, Emilia Romagna and Lazio, where arrivals are around 30,000 per year. Furthermore it can be observed that the arrivals appear to be distributed along the coastal strips in the seaside resorts and in the main historical-cultural centers.

On average the tourist stay at national level is 3 days (3.05); however, as shown in Fig. 1b, there are several regions, in particular Marche, Tuscany and Calabria, which have an average stay longer than 4 days.

Although these variables can be used to determine the attractiveness of a tourist destination and the influx, they are not able to discriminate the endogenous causal factors of tourism. It is therefore necessary to examine other elements within the territory that may have a correlation and a causality with the tourist influx.

With this in mind, the territorial distribution of typical products (wines and food), exhibitions and

events and finally of accommodation facilities was analysed. **Fig. 2** shows typical food productions (a) and wine-sector certifications (b) following the territorial extension of the respective production specifications.

As for typical productions, they are mostly distributed in central-northern Italy. The territorial areas with the highest number of certifications fall within the regions of Emilia Romagna (14.5), Lombardy (12.9), Tuscany (11.3) and Piedmont (8.9). On average the number of certifications is 7.63. On a territorial level, the province of Bologna is part of the production areas of 19 typical productions.

Fig. 2b represents the territorial distribution of wine-growing areas. On average, 2.6 wine areas are identified by municipality. The macro-areas with the highest number of wine indications are within the territories of the regions of Sardinia (6.2), Veneto (5.4), Puglia (5.1), Tuscany (3.8) and Friuli Venezia Giulia (3.8).

It can be stated that the presence in a territory of typical products and the wine denomination play a fundamental role for the tourist attractiveness and the image of a destination. However, these are to be considered resources, the riches that the territory has for tourism promotion.

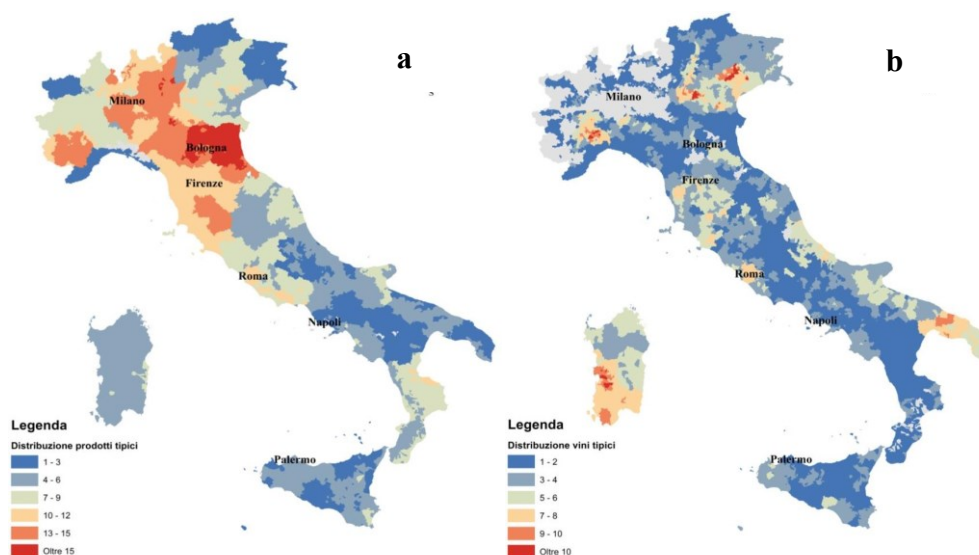


Fig. 2: a) Typical foods b) Wine-sector certifications

Fig. 3 shows the territorial distribution of exhibitions and fairs. In Italy there are about 179,600 exhibitions and fairs. They are an important tool at the disposal of local authorities to promote the tourist destination and therefore its resources. By analysing the map, the area with the average number of exhibitions and fairs coincides geographically with Campania: around 103 for each municipality for a total of 57,106 events, followed by the regions Emilia Romagna (83.5), Lazio (47.9), Tuscany (42.7) and Liguria (21.3). The average number is around 22.3 events per year per municipality.

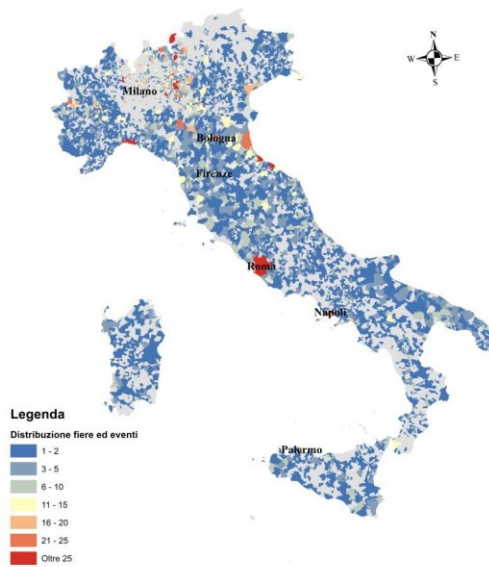


Fig. 3: Exhibitions and fairs

Finally, the last indicator analysed concerns accommodation facilities. In (Tab 1) the hotel and extra-hotel facilities are shown, divided into all the possible variations. Extra-hotel businesses (134,516) are in clear majority compared to hotel facilities (33,198).

	Average	Std. Dev.	Sum
5 STARS	0,05	0,63	442
4 STARS	0,70	4,66	5609
3 STARS	1,91	11,43	15354
2 STARS	0,75	4,87	6014
1 STAR	0,37	2,44	2959
Hotel Residences	0,35	2,36	2820
Total Hotels	4,13	24,05	33198
Campsites Villages	0,34	1,98	2708
Rented Accomodation	9,08	162,97	73075
Agritourism	2,30	7,40	18522
Youth Hostels	0,07	0,46	592
Holiday homes	0,29	3,77	2325
Mountain huts	0,14	0,72	1091
Other businesses	0,72	43,02	5819
B&B	3,78	32,93	30384
Tot. extra- hotel bsnses	16,72	194,91	134516

Table 2: Accommodation facilities

Among the extra-hotel businesses the most representative ones are the 73,075 rented accommodation followed by the B&B 30,384 and the Agritourism 18,522. Among the hotels, the most widespread type are the 3-star hotels (15,354).

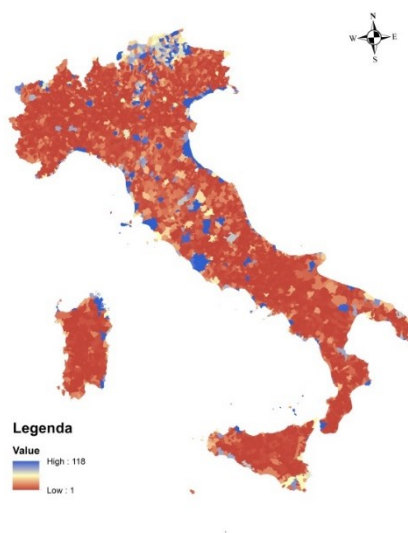


Fig. 4: Accommodation facilities

Fig. 4 represents the location of accommodation facilities in Italy. The region with the highest number of extra-hotel facilities is Veneto (50,400) and 3,028 hotels followed by Lazio (12,380) and Tuscany (10,373).

This first analysis allows us to identify the areas that have the greatest food attraction, which mostly promote the destination, which offer the places to stay and with the highest influx of tourists.

The second step is finding a tool that can merge this spatial information into a map that can identify and describe the areas with a greater vocation for food and wine tourism. Using the Fuzzy Overlay tool of ArcGis (10.3) it is possible to give identity and place to the food tourism by overlapping the different layers that make up the tourist offer. Combining several maps that are represented by different indicators and scales, requires a process called fuzzification. This process allows to reclassify a crisp input value to a fuzzy value following a logical criterion – for example excluding some value ranges or assigning more importance to specific values. Overlay process creates an output layer that summarises all previous information in a unique map. The **Fig. 5** shows the tourist destinations that have the most relevant food offer and tourist demand and are the result of the interaction of all the factors characterizing the tourist offer.

From the map you can observe that the areas with the highest vocation for food tourism are included among the regions of Central Italy, mainly Tuscany, Umbria, Marche and Emilia Romagna.

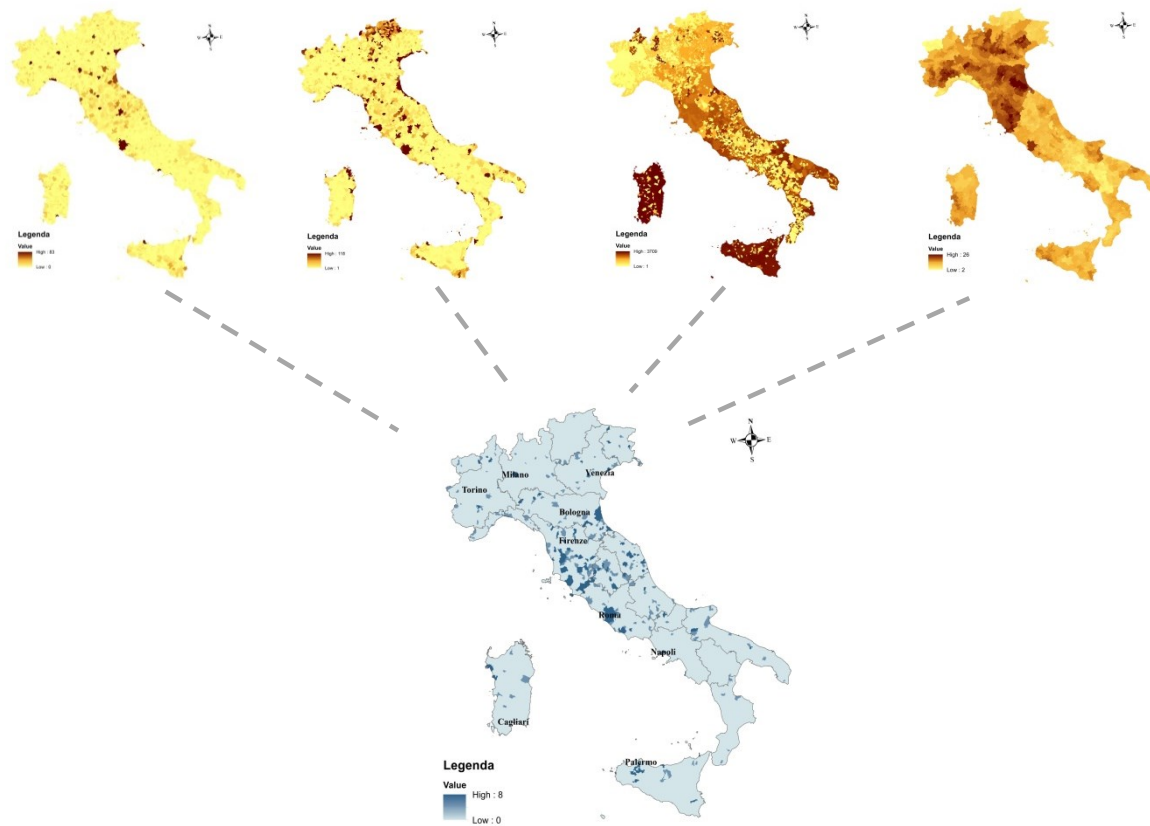


Fig. 5: Food tourism destinations

Conclusions and Implications

In recent years food tourism is arousing more and more interest in tourists and in the academic world. It is a form of experiential and emotional tourism where the tourist is accompanied in the production area and can learn about the history and tradition behind a food product. Italy is the country with the richest food heritage, yet to date in literature, there are no studies that identify territorially and analyse food tourism destinations. This research wanted to identify the determinants of food attractiveness and to map the most significant tourist destinations through spatial processing. It was therefore possible to identify the areas with a significant food tourism vocation. The thorough knowledge of food resources thus becomes a key factor for the management and promotion strategies of a territory.

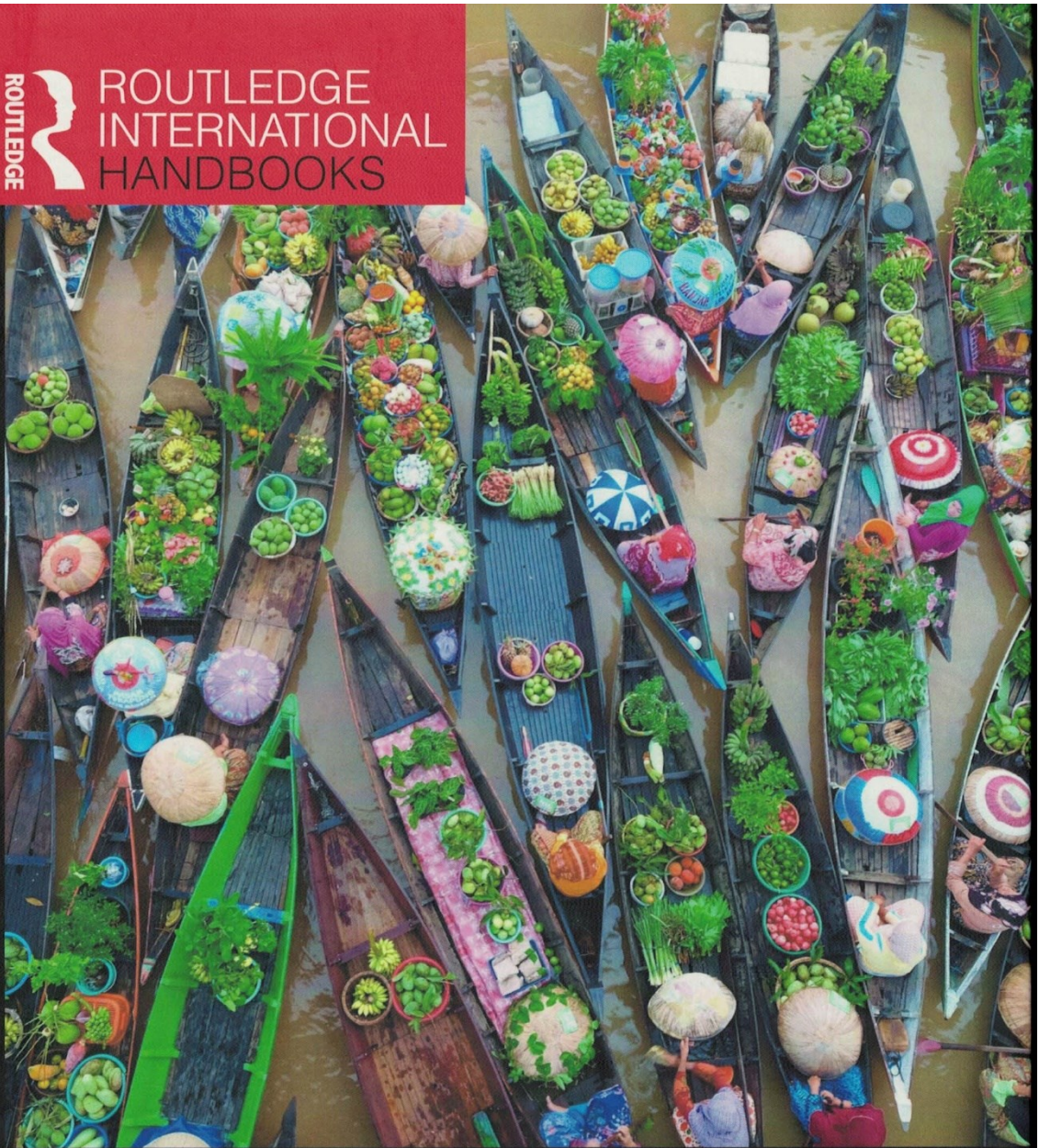
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GEOGRAPHICAL INDICATIONS AND TOURISM DESTINATIONS: AN OVERVIEW

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Introduction

This chapter contributes to a holistic understanding of Geographic Indications at a tourism destination. There is a growing consumer interest toward knowledge and tasting of local food specialties. Getting to know local food represents a novel, valuable alternative to ordinary food experiences. In this chapter, we focus on Geographical Indications, a specific category of typical, local foods, which are protected by European laws.

The chapter is divided in two main parts. In the first part, we define GIs, and describe how GIs have the potential to transform a place into a touristic destination. The second part of this chapter presents two case studies, concerning two notorious Italian GIs: the “Parmesan” cheese and the “Prosecco” wine. Both these GIs are well-known products, characterized by specific stories. Using Geographical Information Systems (GIS) tools, we map the zone of origin of such GIs and provide for these zones several touristic indicators that together contribute to define the features of a tourism destination.

This study might contribute to a better understanding of the meanings and the features of a *typical* food, and of how a food can be defined as typical. Last but not least, this work provides also a picture of the huge efforts which Italy -a country characterized by a remarkable gastronomic richness- is devoting to preserve and divulgate its food heritage.

Interlinkages between Geographic Indications and tourism:

Geographic Indications

Geographical indications (GIs) are agri-food products linked to a specific place; such place shapes the products' geographical origin as well as their cultural and historical identity (Barjolle et al. 1998; Bowen and Zapata 2009). Geographical indications are also associated to local typical food for their strict relation with their place of origin. They include different typologies of products: wine, spirits, cheeses, meat products, fruit, vegetables, and others.

Recently, a growing number of consumers have developed a remarkable sensitivity for food safety and quality, particularly with respect to the place of origin of products. This tendency has also involved the World Trade Organization (WTO) and General Agreement on Tariffs Trade (GATT), that have recognized and regulated GIs as a form of intellectual property (Barham 2003; Teuber 2011). GIs have developed all over the world; however, higher concentrations of them can be found in some European countries: particularly, Italy, France, and Spain.

Two kinds of European GIs can be identified: Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs). The consideration about how closely a product is related to territory is the major distinction between these two kinds of GIs (European Commission 2007). For instance, PDO implies that products are subject to more stringent conditions; it requires that the

quality or the characteristics of products must be exclusively referred to natural and human factors located in the geographical area of origin; in other words, the entire production process must be carried out within the defined geographical area of origin.

PGI conditions are less stringent than those of PDO; indeed, it requires that only a part of the product quality or characteristics are attributable to the geographical area of origin.

To help consumers' product identification with respect to other competitors, official EU logos have been introduced: respectively, a logo for PDO and a logo for PGI. In accordance with a note of the European Economic and Social Committee (EESC 2008), existing studies have demonstrated that logos and labels are still inadequate to help consumers identifying products, and might even ingenerate confusion among consumers (Teuber2011).

Each typical food which has gained either the PDO or PGI recognition of origin is regulated by a production disciplinary. Production disciplinaries are documents which regulate and describe qualities, characteristics, the production process and the origins of typical foods. These regulations are the primary result of the willingness of groups of local producers or operators to valorize and protect their local products.

Belletti (2000) defines this process an "institutionalization of reputation", noting that GIs reputation can be protected using legal instruments that, for instance, can prevent asymmetry of information and misappropriation of benefits.

These regulations are first approved by the region and country of origin, and finally by European Commission. After such approval, the regulation is published in the Official Journal of European Union. Registration is the final step of this process, and is a necessary condition for the official recognition of the GI.

Some scholars (e.g., Bramley et al. 2009; Bowen and Zapata2009) suggest that GI protection can provide some advantages.

GIs are products that have a strong relation with geographical, social and cultural factors, distinguishing them from other, "anonymous", mass-produced goods (Barham 2003); they also are important for European culture, identity and heritage (Kühneet al. 2010). Consumers associate to GIs concepts such as "authenticity", "healthy", and "tradition" (Teuber2011). Indeed, if typical products are perceived as being of a higher quality, this might encourage and boost the improvement and the empowerment of "local", "quality" food systems (Van der Ploeg and Long 1994), which might be also able to charge higher prices than those of other competitors (Babcock and Clemens 2004).

European policies and scientific literature agree on the potential role of geographical indications in improving rural development (Pacciani et al. 2001; Belletti, G., Marescotti, A. 2002; Marsden et al. 2000). Belletti et al. (2009) also consider that typical foods reinforce collective actions among producers (e.g., creating a collaborative network in which many actors work and manage the product in common, Barjolle and Sylvander 2002). Advantages related to cooperative and collaborative production have been also studied (e.g., Menard2000).

Tourism destination

Food can present complex meanings, related to traditions, production, consumption, sustainability (Hall and Shaples 2008, Hall and Mitchell2000). Beside its "traditional" functions, food can also be denoted by other functions such as entertainment and diffusion of cultural knowledge (Renko et al.

2010). Within this context, the strong relation of GIs with a specific place, its culture and its tradition has aroused a strong consumer interest, which, for example, highly value starting products in their very place of origin (Long2004).Several studies have demonstrated that food can be a trigger motivation for travelling (Quan& Wang 2004), thereby recognizing it as a crucial element of destination choice (Hjalager & Richards 2002). Long (1998) was the first to define the concept of food tourism: people travel to a specific destination to taste local food. The concept was later implemented by Hall and Mitchell (2001); for them, food tourism comprises not only tasting and eating food, but also getting to know food producers and operators, participating to food festivals (Hjalager & Corigliano 2000), and/or visiting wineries or typical restaurants (Schlüter& Thiel 2008). Long (2004) describes food as a tool to explore new cultures; hence, food tourism can be assimilated to a form of cultural tourism (Lenglet2014).As underlined by Rinaldi (2017), food and gastronomy play a fundamental role in the development of places, as they can contribute to the economic, social and environmental sustainability. Typical and local foods are also significantly relevant with respect to the identification and the differentiation of places in global competition.

GIs, indeed, are agri-food products with unique and irreproducible characteristics (Mitchell et al. 2003); the relationship with a specific place and culture defines the authenticity of the destination (Lee & Acordia 2011). The result is a new image of tourism destination: food tourism destination. In their study, Hashimoto and Telfer (2006) conclude that food of a specific place is for the food tourist essential as well as the destination. In this sense, thereby, the goal -and the challenge- is to create a strong “food identity”, referred to a place that can be identified as a food tourism destination (Lin et al. 2011).Support might come from food-related events (like food festivals), that can contribute to regional development, and sustain local producers and local business (Rand & Alberts 2003); moreover, such events might increase reputation of a place as a destination renowned for its local food.

The philosophy of food tourist can be summarized by the expression “eat authentically” rather than “eat well” (Lenglet, 2014), recalling the importance of appreciating food tasting it in its very zone of production. Indeed, for a tourist, tasting food immersed in the culture of a place enriches his/her experience in terms of, for example, perceived value (Tempesta et al. 2010; Mason & Paggiaro2009). Furthermore, tourist experience contributes to the appreciation of the tourism destination, and to the intention of revisiting it (Sparks et al.2003).

Case studies

The European Union (EU), among its 27 member states, has identified 3301 designations. Italy is the EU member with the highest number of GIs: with its 857 GIs, Italy accounts for26% of the total European GIs. In terms of number of GIs, Italy is followed by France (755 GIs), Spain (354 GIs) and Greece (271 GIs). Together, these countries account for 68% of the total European GIs. Origin labeling has a long tradition in the Mediterranean area. Outside Europe, China is the nation with the highest number of GIs, 10 of which belonging to the food category.

GIs are steadily growing. For instance, in the last 10 years (from 2006 to 2016) the number of food designations in EU has increased of about102%;each year, 68 new products are registered as GIs. In 2016, 69 new GIs (belonging to food category) have been introduced. The food sectors that account for the majority of protected foods are represented by vegetables and fruits (377), cheeses (235), meat products (182) and fresh meat (159).With respect to the wine category, in 2016 no new

designations have been registered: the number of 1579 typical wines remained thus unchanged. The registration of new products allows producers and firms to gain competitive advantage (Charters et al., 2017) and to promote rural development (Everett and Aitchison 2008).

Methodology

This study focuses on Italian GIs. Typical products are divided into wines (526), foods (293), and spirits (38). In particular, two renowned typical products are analyzed, which are commonly considered as “ambassadors” of Italian excellence. The first product included in this study is the worldwide-known Parmesan Cheese (*Formaggio Parmigiano*); the second product is the *Prosecco* Wine, that in few years has obtained several recognitions.

We analyze performances of these two typical products, comparing 2014 and 2015 major trends. The data source employed in this study is the Italian ISMEA, the Institute of services for agricultural and alimentary market (Italian: *Istituto di servizi per il mercato agricolo alimentare*): it is a public institute devised and controlled by the Italian Ministry of Agricultural, Alimentary and Forestry policy (MIPAAF). Selected data have been retrieved in annual reports published by ISMEA analyzing the performance of the agri-food sector. Production disciplinary and consortium web site have been considered in this study as the major sources of information about the history, the characteristics and the production process of these products.

According to the definition of food tourism from Hall and Mitchell (2001), we have considered also tourism attractions available in the territory. Moreover, we have also integrated some tourism indicators used in the work of Lorenzini et al. (2011). These indicators are the number of tourist arrivals and departures (Goodwin and Francis 2003), and each socio-economic-cultural component that can valorize a place (Calabrò and Vieri2014). The attention was focused on accommodations (e.g., hotels, farmhouses and Bed & Breakfast), typical restaurants, food events (fairs, markets, festivals, events), and museums. Regarding this last component, only national museums recorded by MiBACT (the Italian Ministry of Cultural Activities) have been reported, without considering local museums. This limitation has been compensated by including provincial museums retrieved through a search in the correspondent region website. In the following table (Table 57.1) the tourism indicators and their respective sources are presented.

Indicator	Source	Link
Arrivals 2015	ISTAT	http://www.istat.it/en/
Presences 2015	ISTAT	http://www.istat.it/en/
Hotels	ISTAT	http://www.istat.it/en/
Farmhouses (agriturismi)	ISTAT	http://www.istat.it/en/
B&B	ISTAT	http://www.istat.it/en/
Fairs and Markets	Calendario fiere internazionali	http://www.calendariofiereinternazionali.it
Events and Festivals	Eventi e sagre	http://www.eventiesagre.it/
Typical Restaurants	Via Michelin, Gambero Rosso	https://www.viamichelin.it/ http://www.gamberorosso.it/en/
Museums	MiBACT	http://www.beniculturali.it

Table 57.1: Tourism Indicators

Moreover, different indicators have been mapped (**Figure 57.1**) using GIS tools (*Geographical Information System*), to better understand and describe the phenomena. In this part of the study, the ArcGis 10.3 software was used, a geo-referencing software by ESRI. Literature has provided several applications of GIS in tourism; however, few of them have addressed food tourism (Singh 2015). Geo-referring is a powerful tool that can allow to study a phenomenon considering its geographical location. In the case studies presented in this chapter, knowing the location of food events, typical restaurants, accommodations and their respective density might be a good starting point to analyze food tourism offer. Finally, food tourism offer is compared with tourism affluence (arrivals and presences).

Case study 1

Parmesan cheese

Parmesan Cheese (Italian: Parmigiano Reggiano) is a cooked, hard-type cheese characterized by a long period of seasoning. It is obtained from a cheese-making process using raw milk from local cows, fed mainly with local fodder. The cheese-making process takes place using such raw milk, partially skimmed by natural surface skimming. Raw milk is put in copper vats adding natural whey, allowing curds formation. The milk temperature is increased until the temperature of 37°C is reached, and curds formation takes place. A 40-45 kg wheel of cheese can be obtained from 600 kilograms of raw milk. After that, curd is broken up and cooked at a temperature of 45°C. The curd, precipitated under the vats, is transferred in molds to form and eject the serum. After a few days, cheese is put into a water and salt solution, to eject the remaining serum. This step is fundamental for the seasoning period, that can require from 12 to over 30 months.

Parmesan Cheese is recognized since 1996 as Protected Designation of Origin (PDO). It is one of the most aged Italian indications; however, its history is much older. In 1901, the chamber of commerce of the city of Parma (located in the Emilia-Romagna region) proposed to establish a group of producers and sellers of cheese to authenticate the origins of the product. Years later, the chambers of commerce of Parma, Mantua, Modena and Reggio Emilia reunited to develop a tagging system for cheese. In 1928, they created a consortium of protection that today is known as Consortium of Parmigiano Reggiano Cheese (Italian: Consorzio del Parmigiano Reggiano). The main roles of the consortium are: protecting the Parmigiano Reggiano brand; promoting consumption and develop the market, divulgate and safeguard the authenticity and typicality of the product. In addition, the consortium is actively involved in the promotion and in the information diffusion of Parmesan through fairs, events, and advertising.

The zone of production and transformation of the Parmesan Cheese is limited to some provinces located in Northern Italy: Bologna, Parma, Modena and Reggio Emilia (located in the Emilia-Romagna region) and Mantua (located in the Lombardy region).

From the last annual report of ISMEA, Parmesan cheese is positioned at the second place in terms of certified production (137,620 tons on 2015 with a growing trend of 3.3% with respect to 2014), and as consumption value (\$ 2.35 billion on 2015 with a decreasing trend of 5.3% with respect to 2014). The first place is held by the Grana Padano Cheese. Together, these products account for more than 62% of total consumption value, and total certified production. 35% of the total

production is exported. The main export market share France and Germany for EU, and the United States, the United Kingdom and Canada for the rest of the world.

Within the Parmesan zone different forms of touristic offers are established: there are 663 hotels, 368 farmhouses and 820 Bed & Breakfast. Regarding typical foods and food events, there are 12 typical restaurants and 615 food events. Finally, 2 national museums and 194 local museums are present.

Case study 2

Prosecco Wine

Prosecco is a sparkling wine obtained through the vinification of white grapes of the “Glera” variety. The peculiarity of sparkling wines is that they consider two fermentations: primary and secondary fermentation. As other PDO products, both the process of cultivation and vinification of grapes must take place in the established zone of origin.

The winemaking process starts with the harvesting of ripe grapes, generally taking place in August-September. Grapes are then brought in wineries, de-stemmed and crushed to separate grapes from stems, and to release juice from skins. Subsequently, they are pressed, separating juice from skins. The juice is then ready for the primary fermentation. To start primary fermentation, yeasts must be added, as they convert sugars present in juice in ethanol alcohol and dioxide carbon. Primary fermentation takes place in steel vessels for about two weeks; from this process a base wine is obtained, characterized by a low percentage of alcohol. After the fermentation, the wine is transferred and clarified several times. The secondary fermentation takes place about 4-6 months after harvesting. It consists of developing bubbles and of improving the wine flavor; to accomplish this, sugars and yeasts are added. Secondary fermentation takes place in steel vessels, resisting the high pressure developed by yeasts. After this fermentation, that can take 20-30 days, wine is ready to be bottled.

Prosecco wine is recognized since 2009 as PDO. The zone of production is located between two Italian regions: Veneto and Friuli Venezia Giulia, both located in North-East Italy. The origins of Prosecco are ancient: traces of this wine can be found in some documents dated back to 1600s. In these documents, some references can be found regarding a white, soft, fresh wine coming from a little town near Trieste (the capital city of Friuli Venezia Giulia region): a town named, properly, Prosecco. This town still exists, allowing the extension of the geographical area of Prosecco wine.

During the 1700s and the 1800s, Prosecco was cultivated in some area of Veneto region, in particular on the hills of Valdobbiadene (an area located in Veneto region), where in 1969 the first protected designation of origin “*Prosecco di Conegliano Valdobbiadene*” was introduced. After that, the cultivation of “Glera” grapes extended to the plain zones of Veneto and Friuli Venezia Giulia regions until today. The Italian literature provides several contributions about Prosecco wine, and wine communication (Moretti and Brandi 2014; De Luca et al. 2009).

Analyzing the last report of ISMEA, it can be observed that 27,000 hectares are devoted to Glera vineyards, with a production amounting to 2,6 million hectoliters (a production increase of 19.3% with respect to 2014). Italy is the first producer in the world (more than 50 million hectoliters) and

the second exporter with 24 million hectoliters. The export is worth \$ 6.6 billion. The major export markets are the United States, Germany, United Kingdom and Canada.

Veneto and Friuli Venezia Giulia regions provide rich tourism offers. Thanks to the presence of seaside locations and, at the same time, to the presence of some of the most appreciated Italian mountains, landscape attracts many tourists and offers different kinds of touristic opportunities. There are many hotels (more than 3.000), mostly concentrated on the coastline. The hinterland is characterized by a rural landscape: here, many farmhouses (901) and Bed& Breakfasts (2657) are present. Food tourism exhibits a remarkable relevance, with 41 typical restaurants and more than 650 food events. Regarding cultural tourism, there are 71 national museums and 321 provincial museums.

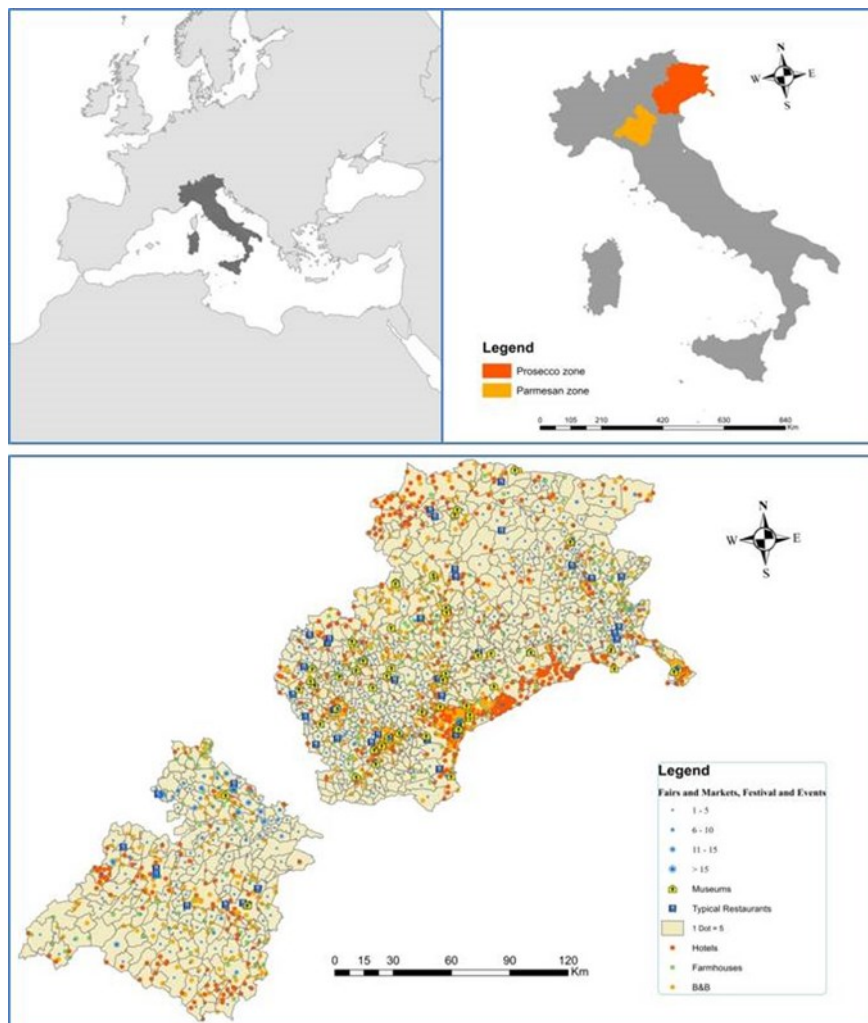


Fig. 57.1: GIS Map of Parmesan and Prosecco zones

With respect to tourism affluences, we consider the arrivals and presences in the Parmesan production zone and the Prosecco production zone, divided for each province (**Table 57.2**) respectively. Table 57.2 summarizes data presented on the above map. Focusing on food indicators, high numbers of food events and typical restaurants correspond -not always indeed- to high numbers of arrivals. Mantua and Gorizia are the provinces with the highest number of food events; however, tourism arrivals tend to be low. Moreover, high numbers of accommodations (hotel,

B&B, farmhouses) correspond to high numbers of arrivals. The case of museums is remarkable: the highest concentration can be found in Veneto provinces, where, however, there is the lowest number of food events (except for Vicenza).

Zone	Province	Food Events	Restaurants	Accommodations	Nat. Mus. (local)	Arrivals	Presences
Parmesan Zone	Parma	118,00	3,00	543,00	0 + (72)	687964,00	1674468,00
	Reggio Emilia	126,00	2,00	338,00	0 + (41)	284762,00	552741,00
	Modena	71,00	4,00	554,00	1 + (64)	494448,00	1210416,00
	Mantova	304,00	2,00	416,00	1 + (17)	244548,00	525091,00
Prosecco Zone	Gorizia	295,00	1,00	232,00	1 + (22)	365718,00	1475231,00
	Trieste	22,00	0,00	250,00	2 + (43)	415647,00	978180,00
	Udine	199,00	5,00	975,00	4 + (79)	1226667,00	4991487,00
	Pordenone	53,00	1,00	222,00	1 + (31)	172734,00	470919,00
	Padova	79,00	3,00	702,00	10 + (37)	1726306,00	5065377,00
	Belluno	15,00	7,00	839,00	10 + (23)	874288,00	3856356,00
	Treviso	56,00	6,00	705,00	11 + (20)	865364,00	1701977,00
	Venezia	79,00	11,00	1942,00	19 + (26)	8652195,00	34186544,00
	Vicenza	135,00	11,00	716,00	13 + (40)	675017,00	1803514,00

Table 57.2: Tourism results

Conclusion

This chapter helps to understand the peculiarities that characterize a typical food. According to the literature, we have described step by step how it is possible to transform a tourism destination. Briefly are described the techniques of production and explained some economic results of Parmesan cheese and Prosecco wine. In the empirical part of this chapter, using GIS tools support, we mapped the typical food production zones, including several tourism indicators.

From this research it is possible to create a framework of empirical relations between the typical foods and their territorial context in terms of touristic structures, tourism activities and tourism demand behavior. From a managerial point of view, spatial referring allows defining the initial elements of a system to support decisions for operators employed in the typical products valorization, and for destination marketing organizations (Testa et al. 2007). For a territorial operator, it could be crucial to know the potential of its territory, and so to choose which managerial decisions to adopt to improve attractiveness and tourism offer of that territory. Furthermore, the capability to integrate steadily new information in the spatial referring system allows to develop a more detailed view of the territory, helping to manage it more efficiently.

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RAPPORTO SUL TURISMO ENOGASTRONOMICO ITALIANO 2019

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THE EVENTS

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Festivals, whose etymology is linked to the Latin *sacred* («holy things»), were celebrations and festivals in ancient times that were performed in honor of a deity (often right in front of temples or churches) offering animal sacrifices or part of the harvest that were then consumed by the entire community, or, in Christian times, for the opening of a church, for the patron saint etc. Today food festivals represent convivial events intended as an expression of the folklore and the typicality of Italian food culture and heritage, even if they do not always appear coherent with native food and wine traditions. Often these are events based on one or more gastronomic elements, linked to typical features of a territory, and which may also have cultural, religious or solidarity content. Based on statistics, empirical observations and the statements of the experts, they are constantly expanding, significantly growing in number and mobilising an increasing amount of resources and visitors. In 2013 Coldiretti (Federation of Italian farmers) estimated the turnover of the festivals at 350 million euros, originated from around 18 thousand events on the national territory, equal to an average of 250 appointments a day, a figure that rises to almost a thousand in the summer (42 million of Italians have gone, in 2013, at least to one festival).

This trend is confirmed in 2017, the year in which there are more than 11,000 festivals and village festivals (**FIG. 1**). The region with the greatest number of events is Lombardy (3,310) followed by Piedmont (1,534) and Emilia Romagna (951). At a provincial level, the province with the largest number of festivals is Brescia (1,253), followed by Turin (567) and Sondrio (366). At a macro area level (North, Central and South), it can be said that going down south, the number of festivals decreases considerably; in Sardinia the number of festivals is around 50 events per province and a similar situation is recorded in Sicily (**TABs. 1 and 2**).

In recent years it has been observed that the most widespread type of festivals is the one linked to the rediscovery of local food and wine. In fact, analysing a random sample of 100 events and classifying them by type, we have seen that only 28% refers to religious recurrences or patron saints' feasts (e.g. «Feast of San Nicola da Tolentino»), 54% to cultural, social events, historical re-enactments or themed events (e.g. «Spring Festival», «Autumn Festival») and 18% to food and wine festivals.

This can be traced back to the general tendency to re-establish a more direct relationship with food, culture and local traditions as well as the emergence of alternative forms of agriculture to the industrial model, locally rooted and organised (Di Renzo, 2005). These are events that take place within a limited area of a municipality (e.g. villages, streets, historic center), with annual frequency,

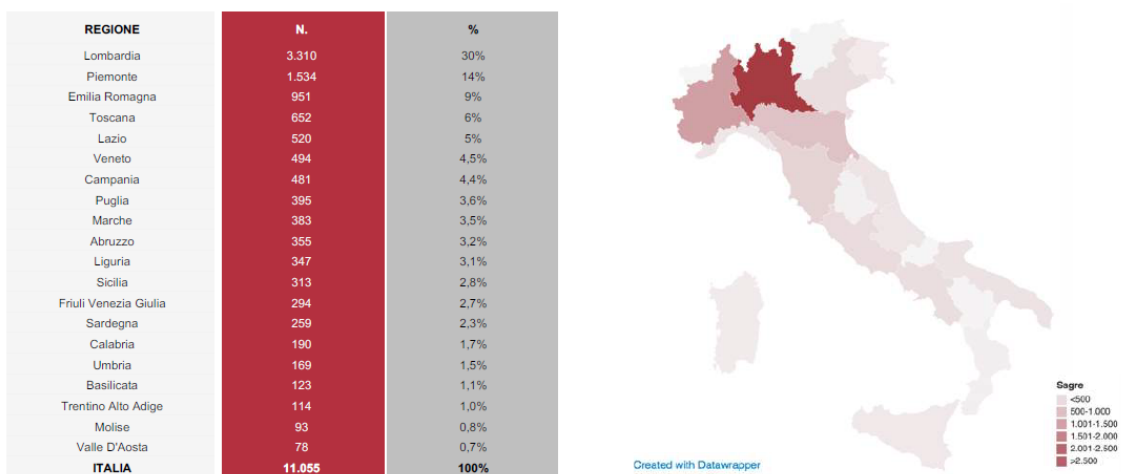
mostly concentrated in the summer periods, to the detriment, at times, of the congruity of the «celebrated food» with production reality of the territory (as for this refer to Teti, 1998).

Trying to provide a classification of the festivals on the national scene based on the organizational or structural formats through which the festivals take place (*format*), the target they address and the functions and sub-functions they perform - them being systems of relations and territorial enhancement - seems to be a difficult undertaking, since they appear as a heterogeneous aggregate characterized by high dynamism. A further element of complexity is also given, in this particular type of event, by the connection existing between the territory and the content of the *format*.

More precisely, food and wine festivals are inextricably linked to the territory that hosts them, therefore there is a correspondence between the internal targets (vocational or niche) and the global and external ones (vocational and niche).

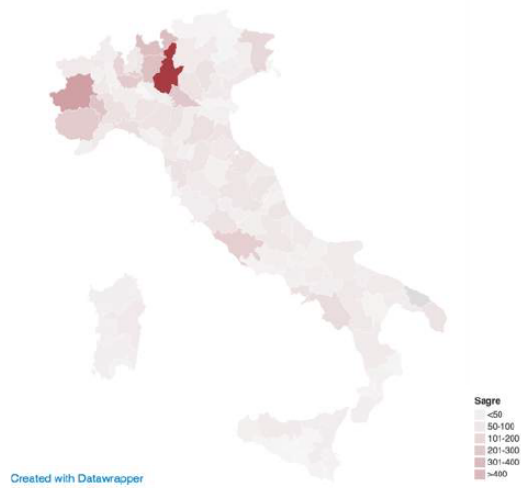
The effects of the festivals, although multiple and attributable to various reasons both of a social and economic nature, have common features. A first aspect is related to the promotion of production resources of disadvantaged areas, located in rural and mountain territories; a second aspect consists in strengthening tourist-cultural itineraries adjacent to urban centers; a third one concerns the development of traditions and social aggregation with the reshaping of local identity.

From this point of view food and wine festivals, linked to the local culinary tradition, convey a new development model focused on the symbolic, relational and creativity components of food, as a motor of tourism and more generally of the social construction of the sense of territory and community.



Tab. 1: Region events

REGIONE	PROVINCIA, N.
Lombardia	BG 346, BS 1.253, CO 81, CR 56, LC 96, LO 4, MN 303, MI 281, MB 247, PV 63, SO 366, VA 214
Piemonte	AL 139, AT 324, BI 45, CN 280, NO 37, TO 567, VB 59, VC 83
Emilia Romagna	BO 148, FE 43, FC 95, MO 70, PR 117, PC 120, RA 118, RE 125, RN 115
Toscana	AR 42, FI 112, GR 56, LI 29, LU 81, MS 37, PI 130, PT 48, PO 33, SI 82
Lazio	FR 51, LT 32, RI 57, RM 257, VT 123
Veneto	BL 14, PD 78, RO 20, TV 55, VE 78, VR 115, VI 134
Campania	AV 53, BN 70, CE 48, NA 141, SA 169
Puglia	BA 72, BT 62, BR N.D., FG 76, LE 118, TA 67
Marche	AN 72, AP 36, FM 49, MC 103, PU 123
Abruzzo	CH 81, AQ 100, PE 64, TE 110
Liguria	GE 154, IM 48, SP 61, SV 84
Sicilia	AG 13, CL 7, CT 60, EN 12, ME 60, PA 72, RG 16, SR 31, TP 42
Friuli Venezia Giulia	GO 23, PN 52, TS 21, UD 198
Sardegna	CA 31, NU 87, OR 46, SS 47, SU 48
Calabria	CZ 35, CS 75, KR 9, RC 48
Umbria	PG 114, TR 55
Basilicata	MT 29, PZ 94
Trentino Alto Adige	BZ 25, TN 89
Molise	CB 43, IS 50
Valle D'Aosta	AO 78



Tab. 2: Province events