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Title	New forms of sustainable tourism through the valorisation of the rural territory: the wine roads
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Abstract	<p><i>The EU boasts an important agrifood quality heritage that is often famous only in local scope. This can potentially represent an opportunity in more for the primary sector, through the valorisation and promotion policy, the production can be introduced on various markets, or still better be made known to the tourist-consumer that travels to the discovery of new knowledge and tastes. This singular type of tourism represents the exaltation of the sustainable interaction between environment and agrifood. The fulcrum of the enogastronomic tourism is the top level of the quality of local products. This potential still untapped linked to the tourism of the food, can contribute to develop the economy of the rural areas also in the East Countries, where the agriculture has an important role in the socioeconomic woven of these countries and where the future programming of the politics of rural development will assign to resources financial institutions in order to favour the synergies' development between agricultural and tourism. An example of this logon and integration between agriculture and tourism is represented by the thematic routes of the taste and more in particular from the wine roads. The paper wants to underline the importance that the tourism linked to food and wine, and in particular the Wine Route, can play in enhancing the rural area triggering a series of economic-productive processes that revitalize the local neglected economy from the process of globalization in existence from various years In fact the farms that join to a themed tourist route can exploit this important instrument of communication in order to introduce to the tourist-consumers own local typical productions. Every year the enogastronomic tourism records trend of ever increasing tourist flows, then becomes strategic to know, anticipating, the requirements manifested from the wine tourist. For this reason the paper it is concluded with the construction of an identikit of the wine tourist looking for to interpret its behaviours, tastes and preferences that are manifested the choice of tourist destination at the completion of the holiday.</i></p>
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