

## **New Forms of Sustainable Tourism through the Valorisation of the Rural Territory: the Wine Roads**

**Maurizio Lanfranchi**

*University of Messina,*

*Department SEFISAST, Faculty of Economics, Italy*

E-mail: mlanfranchi@unime.it

**Carlo Giannetto**

*University of Messina,*

*Department SEFISAST, Faculty of Economics, Italy*

E-mail: giannettoc@unime.it

### **Abstract**

*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.*

**Keywords:** rural tourism, thematic tours, wine routes, wine tourists

**J.E.L. Classification:** Q1, Q18

## **1. Introduction**

The important agrifood heritage of quality that often boasts the European Union is known only in local scope. This can potentially represent an opportunity in more for the primary sector, through the valorisation and promotion's politics, the production can be introduced on various markets, or still better to be introduced the tourist-consumer who travels to rediscover of new knowledge and tastes. This reality regards in particular Italy. The importance of the exploitation of the synergies between agricultural and food- and tourism in Italy is evidenced by some contingent elements, that they demonstrate as such tie can represent a true opportunity of future development of the local economy. The fields mainly involved in the created induced one from the valorisation of the agricultural and food typical productions are the tourism, the farm holidays and the catering. The insertion in an integrated offer system affords to the local companies to increase the sales volume, since they can count on the increase of the flow of tourists, and favour the exchange of information and experiences between the entrepreneurs, improving in the time are the corporate structure that the production processes of quality. The synergies realized thanks to the creation of integrated distances tourist produce in fact, according to the surveys statistics, the interesting economic fallen back ones. To microeconomic level the adherent agricultural companies to a “Wine Road”, or to a “Oil Road”, rather than to one “Tastes Road”, they can take advantage of this important instrument of communication in order to introduce to the tourist-consumers own local typical productions. The consumers, who learn that determined agricultural and food- product takes part of an enogastronomic circuit, attribute to a such product a greater value. Therefore we comprise as the institution of enogastronomic routes favours the economic differentiation, allowing with the entrepreneurs to practice a higher price and adding value to the other typical premises products and to the services. The model of development integrated between agricultural and food- of quality - territory - tourism in countries like Italy, France and Spain begins to give own yields, is approximately 20 million the wine tourists that every year visit the territories to the discovery of the taste routes. In particular on the Iberian depositor, the wine tourism makes to mark positive trends of increase despite Spain is one of the countries mainly hit from the crisis economic. The Iberian wine tourism is in increase and tip to reach 10 million of the presences in few years. In Italy this type of tourism is a consolidated tradition that generates every year a volume of transactions, approximately 3 billion Euros. This unfulfilled potential linked to the tourism of the food certainly 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 politics of rural development will assign to resources financial institutions in order to favour the synergies' development between agricultural and tourism.

## **2. Politics of the EU for the attainment of the sustainable tourism**

The concept of sustainable tourism or ecotourism, although until the beginnings of the Eighties it was disowned, today has become of common use. In fact various

definitions are supplied from 1987 in then, year in which is written up the “Burtland Relationship”, from then are taken part various communitarian Organisms, in which they assert in general terms that the several tourist activities are considered sustainable only if they do not alter the environment and they do not hinder the development of other asset of detail social and economic interest. The requirement to make to converge the terms “tourism” and “sustainability” is risen for multiple reasons, because carrying out in the first place practical and intensive activities the territory is damaged and that cause varied consequences like the deforestation, the desertification, the greenhouse effect, the increase of the temperature, the hydrogeological instability, etc. The second reason has a relative matrix to the requirements and the new questions of the tourist, more and more interested to the naturalistic sites, and from the point of view salubrious environmental. In order to favor the development of the “sustainable tourism” various initiatives are put into effect are to total character are to communitarian character. The first important step is completed in 1992 with the Rio de Janeiro Conference, where 179 Countries making part of the United Nations have placed in first floor the objective of the attainment of the sustainable development through economic, social and environmental policies. In the within of the River Conference, moreover, the document has been undersigned “Agenda 21” of programmatic and operating nature that delineates the actions and plans that the Countries signers have been engaged to realize in the course of XXI century. For example one looks for to reach the objectives through a greater accountability of the Governments and the elaborations of national strategies as the application of the principle “who pollutes wage”. The Rio Conference has been important because it has given a strong impulse in order to obtain a sure sustainability in the tourist field through the initiatives of national and international organs, moreover has created to a series of conferences and conventions. With regard to in the 1995 it has been carried out to Lanzarote in Spain, the first “World Conference on the sustainable tourism” in which the actions and the objectives for the obtaining of a “new tourism” are characterized. In such context the Paper of Lanzarote is written up, in the document is evidenced some points, among other things values the promotion of the tourism on local scale, a greater role to the main protagonists of the tourism is conferred, and it is tried to create a greater synergy between tourism and total sustainability. In March 1997 to Berlin another important moment has been with the “international Conference on the biological diversity and the sustainable durable tourism” in which it asserts that the tourism can guarantee a good income bracket to the accommodating populations only if environmentally friendly and stretched out activities to the protection of the biodiversity come true. Between the other actions completed to the international level that have brought a contribution to the attainment of a sustainable tourism, remembers shortly that happened in 1997 to Calvià (Spain) in the course of which the centrality of the role of the local authorities is reaffirmed, in the 1999 the Conference of Barcelona and in the 2001 the Conference of Rimini that has had like central topics the evolution of the tourist field and its relationships with the industrial field. The attention has been emphasized moreover on the destinations of mass tourism and therefore the role of the question and the offer of tourism, the planning and the management of the territory, the environmental marks, and the instruments of certification. One of the last actions of the international distance of search on the topic of the sustainable tourism is that completed to Johannesburg in 2002, in which a re-

examination has been made on the results reached in the decade passed from the River Conference of 1992. It has been elaborated, in the occasion, a Plan that indicates the initiatives to put in existence to the aim to remove to total level the ways of not sustainable and not environmentally friendly production and consumption. In order to reach such form of sustainability, in these years, the EU is taken part, through of the concrete policies. The protection of the environment has become a political principle with the Treaty of Maastricht of 1992, after its newsroom, union between tourism and the environment it is supported before through the approval of the “Action plan of Assistance to the Tourism” and then with the adoption of the Green Book on the role of the EU in the tourism field. A fundamental contribution is brought also by the V and VI Program of Environmental Action. With V Program it has been tried to create a grip interrelation between tourism and environment through a control of the territorial planning, the diversification of the tourist offer, the performance and the control of the regarding environmental norms the noise, the institution of more rigid rules for the new constructions, the location and the application of new environmental instruments. In order to reach these objectives, the EU has put into effect various complementary initiatives for the development of a sustainable tourism, remembers for example an years Program of assistance to the European tourism called “Philoxenia” with the scope to return mainly competitive and qualitative communitarian the tourism. For the promotion of tourist activities the EU commission has defined in 2001 “European Agenda 21 for the tourism” in which the importance of a strategic planning is asserted through, a development of cleaned technologies, the protection of the threatened species and the biological diversity, the defense of the territory to the erosion processes, the valorisation of the archaeological and historic- cultural heritage. In the 2002 Parliament and the European Council they have approved the VI Program of environmental action that defines the objectives of communitarian environmental politics. Such Program is based that is on some fundamental points on the principle of “who pollutes wage” (already previewed from Agenda 21); on the principle of precaution and reduction of the pollution, in particular it will try to resolve four problematic of detail interest like the climatic change, the protection of the biodiversity, the sustainable management of the resources and the refusals, the interrelation between the environment and the health. Italy, in order to support politics of sustainable development has characterized some voluntary implementing instruments, as the voluntary actions of environmental certification, the bilateral contract newsroom in order to reach environmental objectives, the boosting of instruments of environmental communication. A sustainable management, therefore, associated to a modern logic of the Programming, that it takes the place of traditional logic of the investment in the short term, is the priority instrument in order to make so that the tourism becomes the first industrial activity, turnover and occupation without neglecting the fact that this can be realized if it is it puts into effect a protection of the natural and cultural territory. Seen the perspectives of the field, the great economic and social importance and the requirement of protection and valorization of cultural natural environment , it will have to be given in future in Europe a greater promotion of a balanced and sustainable tourism.

### **3. An example of sustainable tourism: the rural tourism**

The rural tourism is distinguished essentially from the other tourist forms as it places like centrality the natural members of the territory, of is an example the landscape, the animals, the vegetation, etc. Sure the tourist, for this detail forms tourist, it attends to obtain of the feelings or the various emotions regarding those understood ones if it carries out a travel that has a tourist destination of “mass”. In fact, it attends to discover to rural landscapes with a strong identity, and an important vocation towards the natural resources, and is aware that it can for example carry out of the singular activities in its genre as excursions and walks, sport activity as hunting, the peach, the cycling, horsemanship, etc. Can follow didactic activities and can make products shoppings, that are connected with the territory. As well as for the tourist, the rural tourism represents for the entrepreneur, and particularly for the agricultural enterprise, an optimal instrument of diversification of the exercised economic activity to purpose main. The enterprise can obtain three benefits essentially: diversification of the economic activity; increase of added value for unit of product; reorganization of the internal resources. Through the diversification, the entrepreneur, stretches to value and “to take advantage of” the important question of “greens” services and echotourist. With the value creation, instead, he tries to diminish the costs or to create economies of scale (on the production), improving for example the quality. At last with the reorganization, the company remodel own working structure trying to for example take advantage of essentially the endogenous resources (through part-Time or business multiple jobs). Through the rural tourism, it must be tried to value, particularly:

- the natural capital;
- the cultural capital;
- the share capital;
- the vital human;
- the institutional capital.

For natural capital one agrees with of all those endogenous and exogenous resources pertaining to a determined territory, like the natural biodiversity, the landscape, the water resources and the elements that constitute the ground. The cultural capital is constituted by all those the relative acquaintances, traditions, history, folklore and uses to a determined area. The share capital, instead, comprises all those relations that interweave between the actors (assets and liabilities) in a territorial zone. The relations constitute a net, said also network, that sure it favours the economic increase of the territory, and they return it more raincoat to the social isolation. The vital human comprises all those competences that are able to distribute the inhabitants of a territory. Such competences are fundamental for the economic and social increase of the entire community. At last the institutional capital consists in specific organizational forms of interaction between the organizers. Through I use it better than these “vital”, the entrepreneur can “create” sundries types of rural tourism, of is an example, the farm holidays, the didactic small farms, the enogastronomic tourism, the thematic distances like the roads of the wine, the oil and the tastes. The elevated territorial and climatic predisposition of the Italian territory favours the different affirmation forms of rural tourism.

#### **4. The thematic distances and the roads of the wine**

Integration and the synergy between agriculture and tourism become propulsive factors of communication of the quality of the typical productions. Agriculture, in fact, more and more enters (as a result of Dlgs 228/01 “Guideline and modernization of the agricultural field”) in contact with the fields to valley of the row of produced (the tourism, handicraft, commerce, etc). An example of this logon and integration between agriculture and tourism is represented by the thematic distances of the taste and more in particular from the wine roads. This last they are disciplined in Italy from the law n. 268 of the 1999 that defines them to art. 2 like marked and which advertised distances with appropriate trusts, along which they insist natural, cultural and environmental values, vineyards and wine cellars of single agricultural companies or associates opened to the public; they constitute instrument through which the wine territories and the relative productions can be disclosed, commercialized and made use in form of tourist offer. The objective of the law is that to integrate the yield of the agricultural entrepreneur and contextually to make to develop economically the depressed areas and to allow them an economic-social repositioning. The wine roads have been born in particular in order to satisfy the increasing demanded of the rural tourism, to offer an able organization of services to involve a great amount of tourists - not only therefore those interested exclusively to the wine tasting - and to create to local tourist services finalized to the valorisation of the culture and the local traditions. The enogastronomic tourist tries to know the various territorial truths, relative typical products, the natural resources. If on one side, in the term “Wine Road” is resumed the travel concept, from the closely economic point of view emphasize identifiable advantages in system and economies of scale. This has had to the involvement of all the operators, private and publics, that they contribute to form the local tourist product, being profitable possible an effective interconnection between nets second the approach of bottom up, able to express at best the co-existence of logical various of development of the territory inside a determined area. The construction of the competitive environment is given, moreover, not only from the action of legitimacy of the laws but also from the formation of the operators, as the binomial between private public and involves techniques of management, organization, highly innovative valorisation and marketing, that they could be understood also by means of an adequate formative distance. In this optical, the realizable synergy between the several activities happens through the involvement of a wide number of economic subjects and the population, succeeding to create an functional associate-productive net to the acceptance of the visitors and the promotion of the products and territory through commercial and handicraft forms. In order to favour the encounter between supply and demand is necessary a reorganization of the present services in the territory. This objective could be reached making to become the “road” a “specialist centre services” and bearer of the interests and the services offered from the enterprises. The operators, joined by means of organizational forms in a position to representing all the interested subjects, like for example a Consortium, will be able so to integrate between they the several elements dislocated inside of the territory and in a position to satisfying the tourist (historical wine cellars, vineyards, museums, villages, buildings, attractive naturalistic, restaurants and wine cellars) in more efficient way are from an economic point of view

that social. The objectives which it must acquire this “center services” do not remain bordered only in the within of the satisfaction of a question of rural tourism, but they regard the offer of efficient, accessible services above all and visible it is from the operators, is from the tourists. The management of the image, the communication, the marketing on one side, so like infrastructures, the consortia, the know-how, the products that return the competitive environment from the other, is all elements that determine the success or less than a road and its ability to value and to become force pulling ahead for the surrounding territory. Today in Italy there are anticipate 154 wine roads (and tastes), of which 57 to the North, 33 to the Center, and 64 to the South, for a length of approximately 15.000 kilometers, are 550 Wine Cities, 1,750 municipalities (of which 467 tourist municipalities), for a total of 70.000 km of surface, and are involved more than 10.000 subjects between companies, hotels, restaurateurs and wine cellars. The tourist turnover is estimated in 2,5 billion Euros and a annual increase for the future of the 6 percent is estimated (Observatory on the Tourism of the Wine, IX Annual report, April 2011). Every year the wine roads are attended by than more 3 million Italian visitors. Such covered detail tourist does not regard only Italy, but also the main European and European Countries. The wine tourists in Italy, Spain and France are approximately 20 million, of these approximately 7,5 million in France, while in Italy and Spain they are approximately 6 million. From field studies it can be asserted that to have succeeded a wine road it must possess some requirement is relative to the exogenous environment is relative to the actors who compose it (the agricultural companies). Between the main characteristics one remembers: the quality of the wine, its notoriety, and the good organoleptic members. Regarding the profile of the actor who constitutes the road, it is evidenced that the wine cellar must be equipped must that is have a space for the tasting, must to be a constant opening to the public, must be created a good ability to communication, the company it must possess of positive aesthetic requirement, must possess a vineyard, must have a good participation to the associative life and must offer a native produce menu made up. For such reason the planning of the road preliminarily demands a census of the resources that are had to calculate their potentiality and the potential interrelations that can be arranged. The planning involves a programming of the choices to complete relatively is to the commercialization is to the promotion of the products. The wine roads, therefore, have been formed to satisfy the constant and increasing demanded of the rural tourism, to offer an able organization of services to comprise a high amount of tourists and to create to a different forms tourist and a different type of tourist service. In order to reach such objectives, but, only the manufacturers are not necessary, but an able net must be created to create the just synergies and interrelations. It is important, therefore, also the participation of the institutions, that they must allow the development of infrastructures in way such that the economic actors, through their single activities, consolidate in organizations interacting between they. At last another factor that contributes to the development and the success of the wine roads is the popular system like posters, offices, the press offices, the depliants, the sites web, the events, the fairs and the operating workshops. Regarding the events the Observatory of the Tourism of the Wine evidences six format of tendency or destinations of the enogastronomic tourism:

1. **snapper**: they are considered like of the types of enogastronomic consumption that usually happen in the afternoon and evening hours in the production destinations, (that associates to the “goblets”) consist in the assay of local wines;
2. **food shopping**: they consist in details acquires from the tourists who are pushed by desire to directly go in the production places (origin of the row) in order to make supplies of raw materials (vegetables, yield, meats, fungi, truffles, etc) or transformed (meat products, cheeses, honey, jams, bread, cakes and naturally wines). The sale does not happen only from the manufacturers, but also in the artisan shops, the wine consortiums, the cooperative sales, the wine cellars of system, and in “food outlet”, etc.;
3. **experiential festivals** : they consist in a series of “tourisms I am diffused” of territories that create to various forms of enogastronomic tourism. Of the contests are an example valley dwellers, the promotions of seasonal productions of niche, and the hybridizations between ingredients and kitchens of tradition and territory and tendencies of the tastes of the recovery and the health consciousness.
4. **festivities - festival - fairs**: they anticipate an immense fan of amusements and places, through the location of services of offer that value the ancient one and the modern one (of are an example the bacchanals, the tradition fairs, the halls of the taste, the taste, the Vinitaly);
5. **Invasions taste**: they are considered of the displacements and the enogastronomic consumption (like suppers, tastings, etc) in resorts highly specialized. Such resorts can represent of the destinations or routes of travels generated from various motivations (culture, art, exhibitions, fairs, transactions, etc.);
6. **dedicated travels**: in such definition re-enter the three ways recognized like actions of travel and enogastronomic tourism that is: excursions, week-end and short break (travels from 2 to 4/5 days), travels of exploration and missions (of a week).

From integration between agriculture, territory and tourism falling back expects us also positive occupational as said it is possible to create new professionalities.

## 5. Identikit of the wine tourist

The reasons that push a tourist to practice a “enogastronomic vacation” are substantially two: to know and to enjoy a typical product (food and wine), and to live in a various context, that is in a local community to directed contact with the nature, the traditions, the tastes of a time. The search of a tie between producing and history, food and wine and tradition, kitchen and folklore, make to become the enogastronomic tourism a cultural tourism and for sure backs artistic. In Italy this phenomenon had a high success as the enogastronomic heritage, beyond to being to the summits of the world-wide scale, is first also like quality and tradition. Every region, in fact, has own products, own traditions, own uses and own history, and these members make of Italy the country leader in the world-wide scale for the cultural tourism, also because there is from the public of the consumers a greater acquaintance of the enogastronomic heritage. The attempt to trace a profile of the medium wine tourist is difficult, as the connected phenomenon,

beyond to being recent, is in continuous evolution. So like the consumer of food, also the tourist of post-modernity more is prepared, chooses with greater wisely, searches the quality in the services understanding to 360 degrees, also like advising and assistance in organizing own vacation. The motive that induces the tourist to cover a “taste road”, rather than a “wine road”, is always the premises enogastronomic product, than, for the strong interrelation with the territory, we can define “typical” of the place. This segment of tourism interests a very precise target of people, for which the identikit of the tourist of the wine a subject with an elevated cultural level anticipates, to the search of a standardized but not personalized vacation. The attempt of organization of this type of tourist in a general classification, according to the behavior held in the phase of chosen of the vacation and the destination in the phase of organization of the same one, puts in evidence that the enogastronomic tourist can re-enter is in the type of organized mass tourism - as she can choose to address to a professional structure (travel agency, tour operator) and to join in an organized travel of group, or can decide to make oneself to advise from an agency of services - she is in the category of individual mass tourism; a third possibility is that of the enogastronomic tourist self-directed, that is which chooses to organize own vacation independently. Inside of the category of the enogastronomic tourists we can find two types of figures, animated in the choice of the vacation from different motivations. The first defines the tourist food trotter, that is which considers the agricultural and food- heritage of a determined resort the central element, but not exclusive, of the vacation; the second one is that defined of the gastronauta, that is which considers local the agricultural and food- heritage the only motivation of the vacation. This last figure of tourist is of hedonistic type, as draft of an individual that goes to the search of the quality of the enogastronomic products to regardless from their nutritional content and their eventual adhesion to disciplining of protection. However for both the tourist types we can assert that the agricultural and food- produced one, and wine in particular, represents the typical souvenir of the place to acquire, to consume and to possibly carry with himself to the return in own place of residence. In the course of the years, through varied market analysis, always has been tried to trace the “profile relatively type” of consumer to the produced ones of wide or medium consumption. Such attempt is made also for being able to delineate the typical figure of the “tourist of the wine”. According to the investigation lead from the Observatory on the Tourism of the Wine (IX Annual report, April 2011), has been able to note that the habitual travellers re-enter in an age-bracket comprised between the 45 and the 64 years. From the professional point of view, they are for 40% pensioned or housewives, while 27% approximately have an occupation of upper-middle level. The tourist is moreover of male sex (approximately 62%), while the number of the women attests to approximately 38%, than with the exception of the men prefers this tourist form only if she moves herself “in couple”. According to such investigation, 30% of the enogastronomic tourists organize own vacation or travel through the cybernetic channel (Internet), while remaining 70% through the traditional channels. Even if such figures will unavoidably stretch to modify themselves, as, the computer science channel is in constant increase. Regarding, instead, the modalities of programming of the vacation, the majority of the tourists do not love to improvise, but on the contrary it prefers to plan the destination goals wide before. The programmed consumption (programs articulated before the departure) is still today by far

preferred from the tourists, in fact 75% of the interviewed ones are organized beforetime regarding the moment of the consumption. Only 25%, explore occasions and opportunity of consumption once reached the goal, or program own “adventure” only some hour before the departure. The tourist of the wine has a perspective of “duration of the different travel” regarding “the traditional” tourist. 56% of the Italian tourists of the wine, in 2010, are of the hikers (travel less than 24 hours), 26.5% are outside house at least a week-end, at last 15% carry out a advanced vacation to the 4 days. In average every enogastronomic tourist has lived 2 experiences of travel independently from the permanence of the nights outside house. From the economic point of view, the pro-capite medium expense of a travel has been of 193 Euros, of which 32% it is destined to the night's passing, 20.7% to the catering, 20.2% to the purchase of produced the typical foods and at last 17% for the wine purchase. The confront with a realized similar study in 2003 evidences that an increment of the medium expense of 30% has been had, pairs to more 18% in real terms (deflating data 2003). The expense therefore has grown in proportionally advanced way regarding the rate of inflation of the last years. The proportions of the expense, signal a sure constancy for the purchase of the wine, the catering, and the night's passing, while an exponential increase (+85% in real terms) for the producing purchases of typical is signaled, has rest, instead, for the purchase of produced of handicraft and for the several services (the publishing, course, etc). The Italian tourists of the wine feel themselves highly satisfied of the reached goals, particularly administrators and operators believe in the effectiveness of the communication web (panel). They (approximately 64.5%) are convinced that, the destinations would have a greater success (increase of the question) if they were created of the local marks that attested the high quality of the sites. The attempt to delineate a profile of tourist of the wine is not at all simple, as the phenomenon, beyond to being somewhat recent, is in continuous evolution.

## **Conclusions**

Over the past few decades the tourism has quickly a metamorphosis is from the point of view of the question that gives the structural and dimensional point of view. Such changes are derived from a change of the social, cultural context, of the style of life, the economic possibilities, the time available and the tastes; this has involved an elevated fragmentation of the question and consequently a specialization of the offer. The tourist today more is informed, plus critic, oriented to the aware quality and of having on hand variegated and wide a fan of offers. The tourist offer, sight more not to satisfy only requirements canonical which amusement, amusement, the rest, but tries to satisfy more and more articulate and not referable requirements to standardized outlines. Some examples of “personalized tourist packages” are represented by the rural tourism, the farm holidays and the enogastronomic tourism. In particular, the enogastronomic tourism becomes one of the main instruments for the increase of the national tourism. Through of it he encourages himself and the tourist stimulates itself to visit a territory in order to discover of the identity, in order to live the production context, in order to on one side know the deep and unavoidable tie between environment and society and tradition, culture, folklore, food and wine from the other. This singular type of tourism represents

the exaltation of the sustainable interaction between agricultural and environmental. The fulcrum of the enogastronomic tourism is the top level of the quality of local products. The enogastronomic tourism has been born in the diffused form more of the excursion, but over the last few years it has been gone asserting also like tourism is not necessarily permanent, requiring travel and accommodation. Under this new form the enogastronomic holiday requires greater availability of time, longer shifts and, consequently, longer stays. The potentialities of multiplication of the benefits associated with the development of the agrifood - tourism appear therefore particularly interesting for those characterized rural zones or from the proximity of the coast that usually accommodates important tourist flows, or localized in important proximity art centers also these last goals of important tourist groups. The involvement of tourists, that is not local consumers, in food and wine theme itineraries developed offers a considerable occasion of widening of the question of produced the typical premises and of activation of processes of multiplication of the indirect and induced impacts on the local economies.

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