



How to enhance the Thematic Networks

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

ITALO CALVINO, *Sotto il sole giaguaro / Under the jaguar sun*, 1986.



A



CULTURAL

INTEGRATED

THEMED

SUSTAINABLE

(FASHIONABLE)

KIND OF TOURISM ?



What is enogastronomic tourism?



...a trip outside one's usual surroundings for reasons related to the knowledge of the culture of a destination renowned for high quality food.

The tourist should:

- get in touch with the producer*
- visit the production/processing area*
- taste the product*
- and possibly purchase it before going back home.*



special interest travel



Types of tourism

school trips

shopping t.

pilgrimages

business

incentive t.

beach t.

garden t.

hiking

rural t.

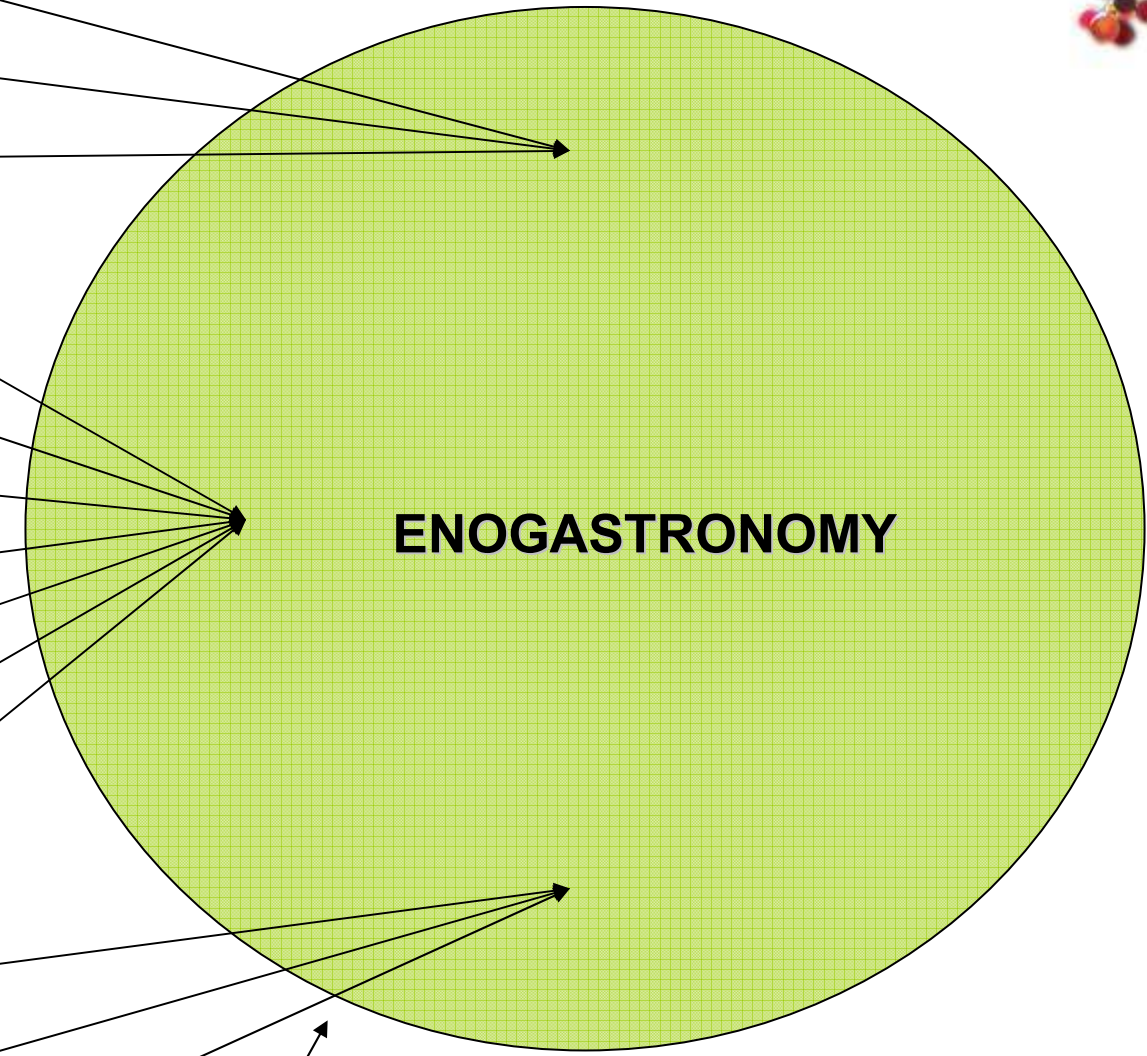
alternative t.

cultural t.

art cities

spa/health t.

sports t.



ENOGASTRONOMY

CRUISES !?! ...



Il Patrimonio italiano in cifre... (The Italian Heritage: Figures)



95.000 chiese monumentali	40.000 rocche e castelli
20.000 centri storici	30.000 dimore storiche
3.500 musei	2.100 aree archeolog.
1.500 conventi	30.000 archivi
6.000 biblioteche	4.000 giardini storici

1142 aree protette: 24 Parchi Nazionali (4,9 % territorio Italia), 143 Parchi Regionali, 28 Aree Marine Protette... oltre 2500 siti RETE (20,6% sup. Italia)

Enogastronomia (2007)

VINI: 34 Docg, 315 Doc e 118 Igt; altri prodotti Dop, 107 / Igp: 52 (12/2006). Prodotti agroalimentari tradizionali: oltre 3.500

Presidi Slow Food circa 200

80.000 ristoranti o simili?

Offerta turistico-ricettiva in Italia (2007): 131.049

Eserc. Alberghieri 34.058

RTA: 2.446 Alberghi 31.612 ►

5*:232 - 4*: 3.700 - 3*: 14.500 -

2*: 5.000 - 1*: 2.000

Eserc. Complementari+ B&B 96.991

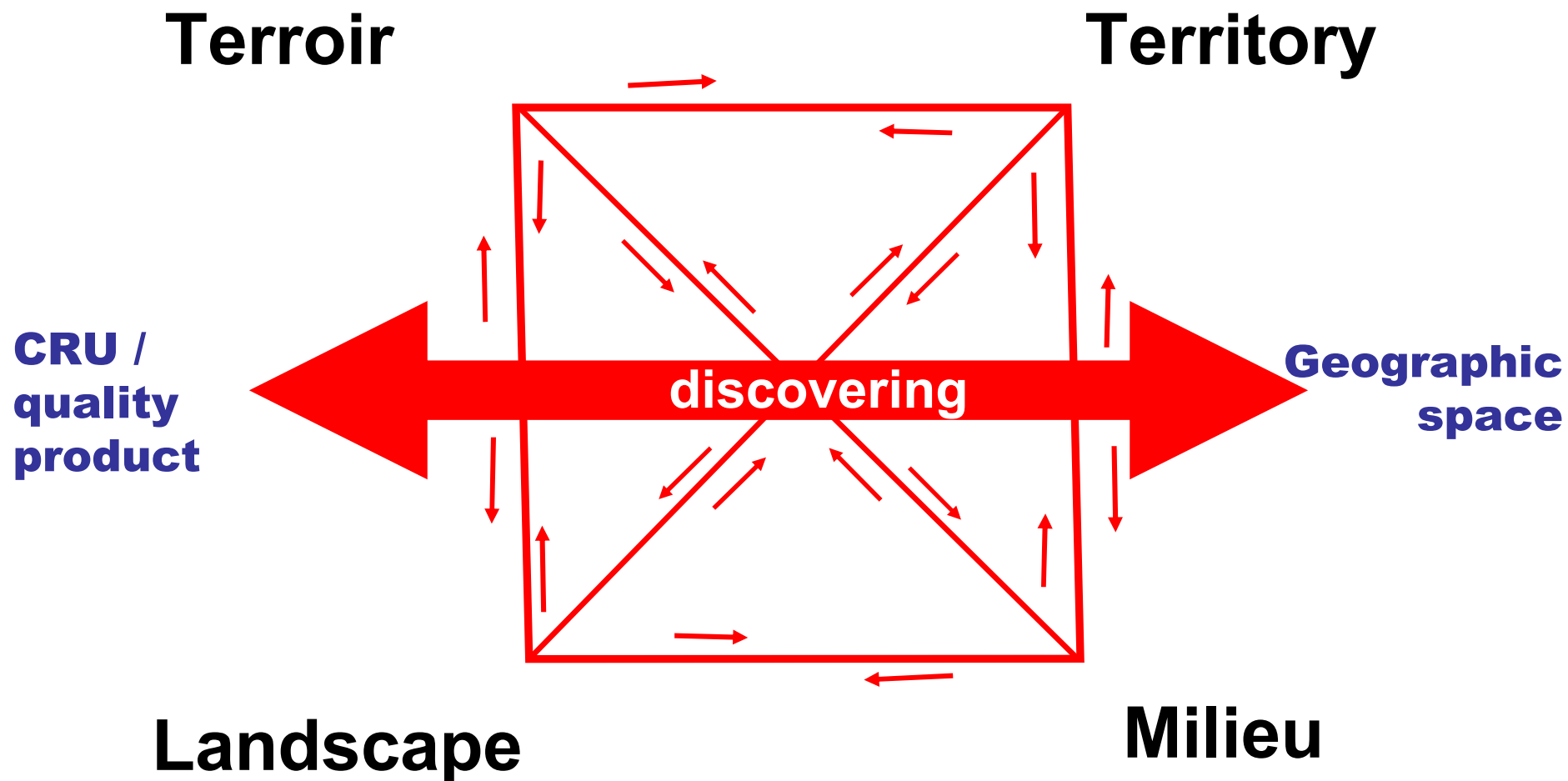
campeggi e villaggi: 2.587

alloggi in affitto: 61.810

all. agro-turistici: 13.941 / altro 3.559

B&B: 15.094







***NOT EVERYWHERE IT IS POSSIBLE TO
PRACTISE FOOD AND WINE TOURISM
(at least not everywhere in the same way...)***



WHAT MAKES A **GASTRONOMIC PRODUCT** ATTRACTIVE IN TOURISM TERMS

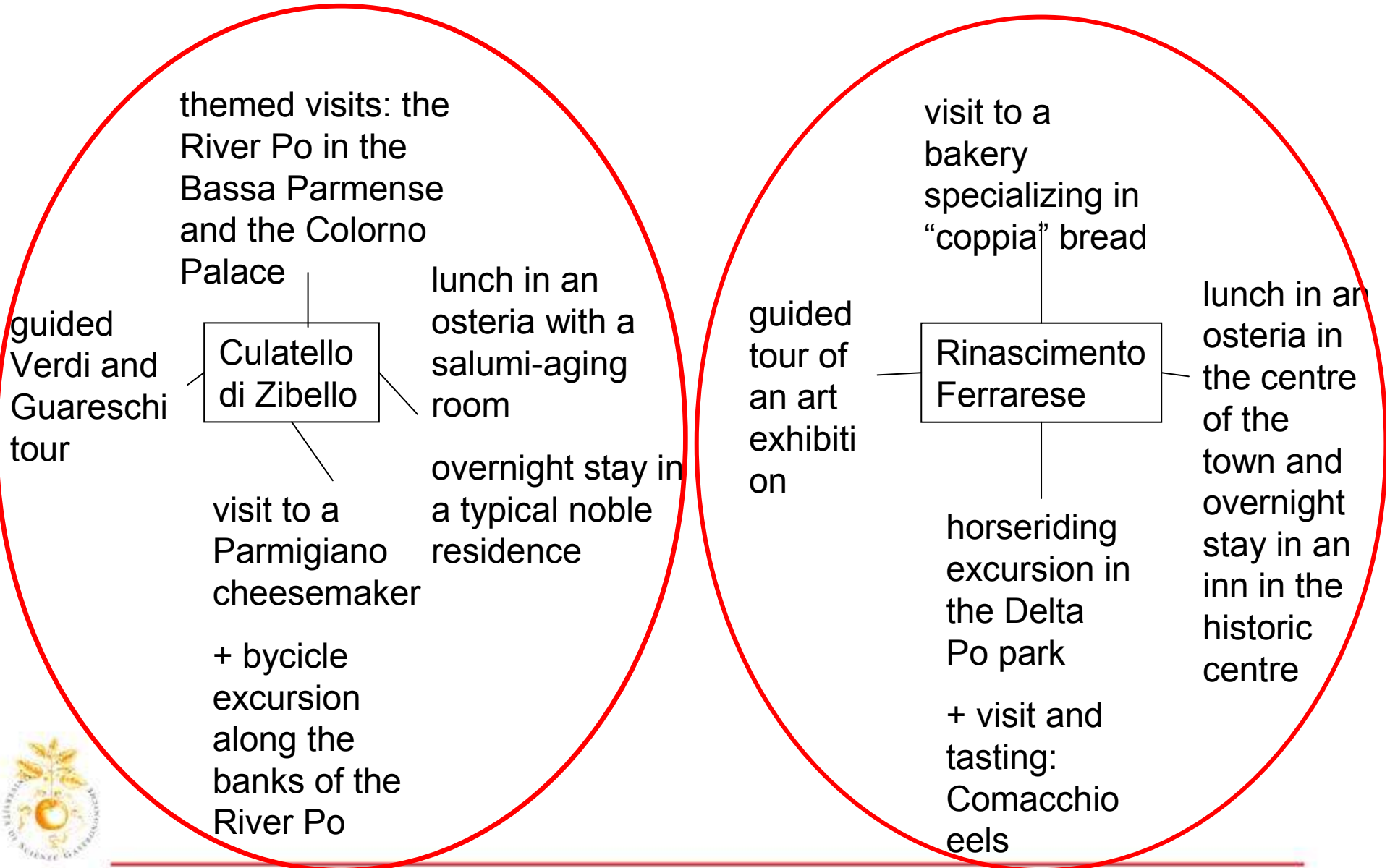


- **(real and perceived) HIGH SENSORY QUALITY** that is a result of
 - specific methods of cultivation or rearing
 - the value of the species/breed/raw materials/varieties
 - work of man/processing methods and artisanality, technique and technology
- **UNIQUENESS AND ORIGINALITY**
- **RARITY AND LIMITED PRODUCTION**
- **SALES PRIMARILY IN THE PRODUCTION PLACE**
 - to increase the range of the offer
 - to increase the cooperation among producers (quality standards)
- **HISTORICAL AND CULTURAL ROOTEDNESS**
 - the product is symbolic of a region that must be:
 - homogeneous
 - geographically distinct
 - easily identifiable

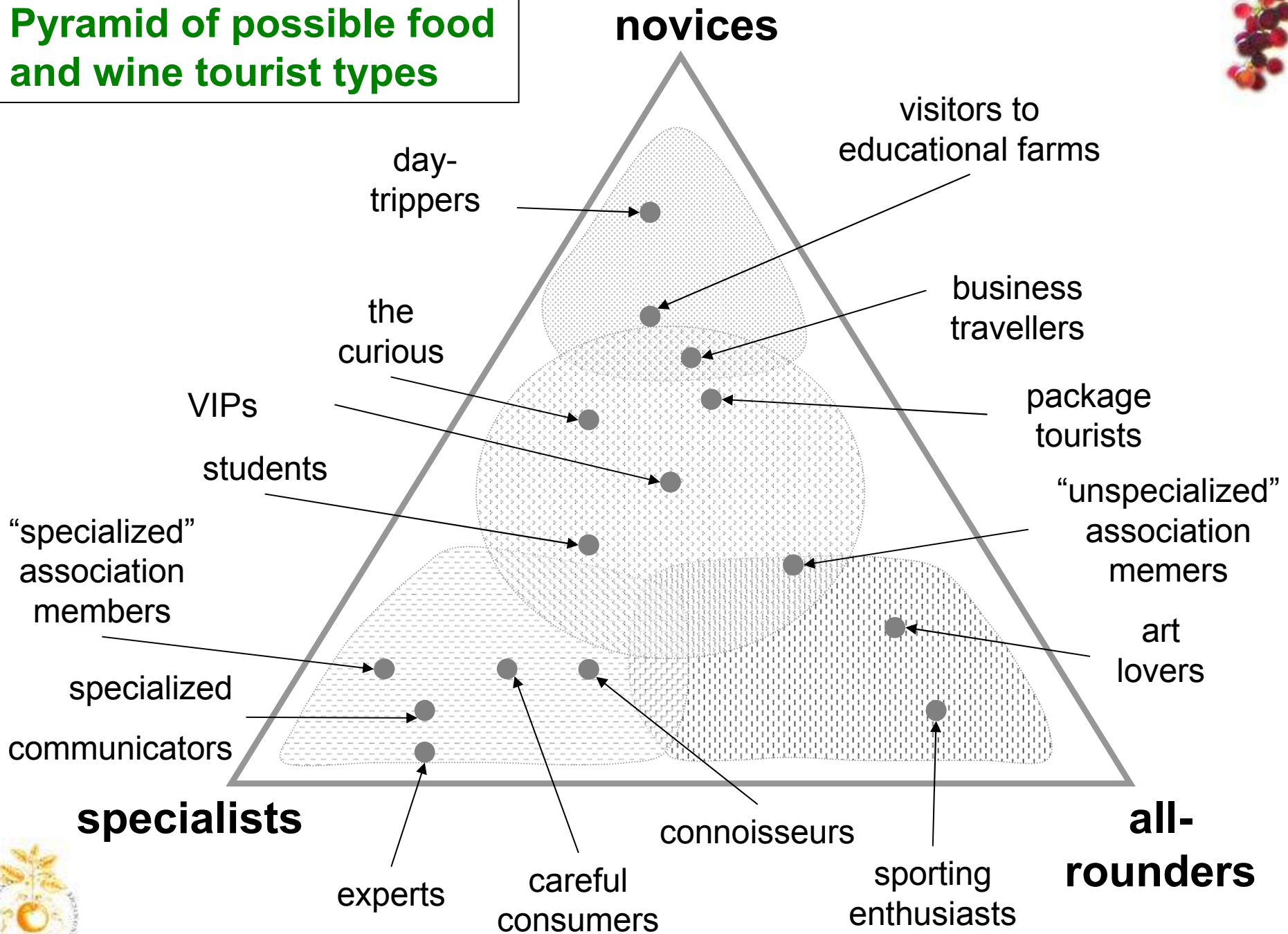


**TYPICAL OF THE REGION - REPRESENTATIVE OF THE CULINARY
TRADITION - INNOVATIVE**

...not always food can be the “core” product



Pyramid of possible food and wine tourist types



FOOD AND WINE TOURISM

an opportunity / a tool for sustainable development of a region



POSITIVE EFFECTS ON TERROIR

ENVIRONMENT-SOCIETY-ECONOMY

- respect for the environment and landscape care
- giving value to rural culture
- *terroir* promotion, innovation
- diversification of production, employment
- growth in private enterprise
- liveliness, networking, co-operation
- inhabitants' awareness and attachment, identity, sense of place
- image, reputation, well-being and quality of life ...

PRODUCERS and PRODUCE/CTS

- quality products and control of food-chain
 - specialization, diversification
 - technological innovation, creativity
 - new distribution opportunities
 - brand loyalty
- liveliness, networking, co-operation
 - open-minded entrepreneurs, exchanges with other places/people
- image brands and appellations
 - training, professionalism...



Site visits – Critical Analysis – Not (only theoretical) models

Technical knowledge (tasting, production methods, geography, culture, art...)



Interdisciplinarity

Detailed themed projects (itineraries, tourist brochures, web sites...)

Cultural Identity – Residents

Integrity/Equilibrium - Landscape

(Economic efficiency and Social Equity)

Certification of High quality produce/cts

Professionalism- Training for Farmers, Operators in Tourism, Intermediaries, Residents

Checking, Updating/Creativity/Innovation

Giving value to the Landscape/Innovation (and to the little-different-less known-“not so nice”)

Immaterial heritage-not only infrastructures

Codes of conduct for tourists

Cultural exchange necessary for the typical, local – giving value to differences

Sharing the pleasure of the tourist experience





High-quality or high-altitude?
Discover both in Argentine wines.

Urbano, empalmeado.

Argentina's great wines are produced in the foothills of the snow-capped Andes Mountains. This altitude, along with hot days and cool nights, enable varieties like Malbec to achieve the highest quality. For a virtual visit to these regions and their wineries, log on to www.winesofargentina.org

Malbec, Argentina



WINES OF ARGENTINA

Unique landscapes, unique wines.



THANKS FOR YOUR ATTENTION.

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Reference:

E.Croce, G.Perri, *Il turismo enogastronomico. Progettare, gestire, vivere l'integrazione tra cibo viaggio, territorio*, FrancoAngeli Ed., Milano 2008.

