



2023 REPORT ON GASTRONOMY TOURISM AND SUSTAINABILITY

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- ✦ **Gastronomy tourism is a strategic lever for sustainability.** It contributes to enhancing the attractiveness of a destination and the reputation of local products, creates widespread wealth and new opportunities for tourism and agriculture supply chains, supports processes of rediscovery, protection, and enhancement of the gastronomic heritage, and increases food quality and safety while promoting a carbon-neutral approach.
- ✦ **The added value of gastronomy tourism lies in rural areas.** Here, the majority of Italian agri-food and wine excellence is concentrated. Tourists, especially those from abroad, in Italy tend to focus on the most famous destinations—large art cities and coastal capitals, which are increasingly "burdened" by these flows—while visiting rural areas less. Gastronomy tourism can steer travellers toward these places, reducing distances from cities and high-traffic destinations. How to create these connections? A necessary requirement for acting as a driver of sustainability is the creation and adoption of an integrated plan for the development of gastronomy tourism. It is essential to facilitate connections with a suitable transport network. A major portal is fundamental to promote the discovery and booking of experiences throughout the peninsula and international promotion activities. Among the suggested actions are the creation of tourist routes that lead to the discovery of smaller villages and their culinary culture, and of gastronomic hubs, multifunctional spaces for accessing local gastronomy.
- ✦ **Is there a change in the tourist profile? Are we moving toward a new (and different) geography of flows?** Attention to gastronomy tourism is high among both Italian tourists and foreign travellers. However, the latter tend to visit the most famous destinations in Italy: consider that about half of the arrivals in 2022 (47%) were concentrated in only six provinces—primarily Venice and Rome. The great wine destinations such as Tuscany and the Langhe are also highly attended. Italians, on the other hand, also focus their attention on lesser-known destinations, including rural areas—77% declare they want to avoid the most famous and too crowded ones. The generalized increase in the prices of the various components of the trip—especially in seaside resorts and large art cities—has discouraged a part of Italians with lower income from going on vacation. Here new scenarios open up, with gastronomy tourism that can move tourists and also day-



EXECUTIVE SUMMARY

rippers towards areas of great charm but accessible.

- **The protection of gastronomic heritage is facilitated through tourism.** The loss of food biodiversity and Italian culinary culture would result in significant damage to the entire nation-state system. The promotion of gastronomy tourism brings benefits in terms of tourist development, additional income for the agricultural system, as well as supporting processes of protection and enhancement. The UNESCO candidacy of Italian cuisine can also be a significant element in favour of this objective. Concurrently, there is a need for educating new generations, as well as, for instance, promoting artisans and historic places of taste. More than 1 in 3 Italians have visited small artisanal gastronomic shops during their travels.
- **Gastronomy tourism has an educational/transformational dimension.** Poor nutrition and lack of physical activity pose serious individual and public health issues. They increase the risk for chronic diseases, the treatment of which significantly impacts national healthcare expenditure. The gastronomic tourist experience becomes an opportunity to acquire healthier habits: it can improve nutritional awareness and, through edutainment, provide guidelines for improving one's habits. Seven out of 10 tourists would like to find vacation menus featuring healthful recipes. It offers opportunities to regain psycho-physical well-being by combining the discovery of local gastronomy with light sporting activities (tours on foot and by bicycle through vineyards, olive groves, etc.).
- **Climate change.** Tourism and agriculture are responsible for climate variations and, at the same time, suffer the consequences in a sort of domino effect. To address this global issue, local responses are needed. Here, gastronomy tourism can provide an answer, as it is capable of combining slow forms of territorial discovery and experience with sustainable agricultural practices that take care of the environment and guarantee quality and safe products.
- **Sustainable tourism: a topic dear to travellers.** Italians display sensitivity and awareness towards sustainability



EXECUTIVE SUMMARY

when on vacation. It is encouraging to note statements of attention to responsible behaviours—such as avoiding food waste during meals outside the home (65%), shopping at stores managed by locals and/or small producers (50%), informing oneself about local customs and traditions before departure (46%)—but this awareness must become consistent and concrete actions. It is important to assist travellers in adopting more sustainable behaviours by informing them simply and transparently and supporting them in their choices.

- ✦ **Tourists' Desires: Local Products, Environmental and Social Consideration, Corporate Ethics.** Sustainability is a key driver in the choice of a gastronomic experience, generating attention and stimulating participation. There is high focus on all things related to environmental issues: in addition to the availability of tastings and culinary experiences based solely on local products (important for 3 out of 4 Italians), our compatriots prefer companies that adopt sustainable practices—from reducing energy and water consumption to obtaining environmental certifications. Corporate behaviours and social ethics initiatives are also taken into consideration, partly debunking the widespread opinion that people regard sustainability as solely an environmental issue. 68% of Italians are more inclined to have an experience where the company has projects supporting the local community, and 67% if there is the option to make purchases from small local producers.
- ✦ **In choosing a destination, sustainability is important to the tourist.** Italians carefully assess how sustainable the destination is that they are about to visit. What factors do they consider? The possibility of staying in green accommodations (indicated by over 3 out of 4 travellers), reaching the destination with low-impact means of transport, and getting around by bicycle.
- ✦ **Communicating Sustainability to Create Value for the Tourist.** Travellers wish to be clearly informed about sustainability. Before departure, they want to be assured that the company and what it offers (in terms of products, services, and experiences) are genuinely sustainable. Similarly, during the experience, 6 out of 10 Italians would like to know in detail the techniques used to minimize environmental impact, as well as the



EXECUTIVE SUMMARY

projects and initiatives for the well-being of staff and the company.

- **It's Time for Businesses to Take Action. Tourist interest exists; it is up to gastronomy tourism businesses to meet this need and transform it into added value. How to do this?** It is advisable to start by verifying what is being done and measuring the level of sustainability to understand what and how to improve, also from the perspective of travellers. This improvement process—which may result in obtaining certifications—certainly has costs, but these can be amortized by participating in existing calls for proposals promoted by local, regional, and national authorities. It should also be noted here that there is a positive and incremental correlation between a company's level of sustainability and its productivity: recent studies show that highly sustainable companies are 10.2% more productive than those that adopt no initiatives. Being sustainable must be demonstrated and communicated to customers, suppliers, local operators, and the local community in order to become added value. And also to potential and actual tourists: integrated and coherent communication stimulates the traveller and encourages them to purchase.
- **What Can Destinations Do to Be Sustainable?** Those who govern tourism (at the local, regional, and national levels) should support the adoption of sustainable approaches in products, services, and gastronomic experiences. This can be achieved both through soft power actions—regulatory changes, training, knowledge sharing—as well as through incentives and the creation of purpose-built infrastructures and facilities (for example, those that we have mentioned as gastronomic hubs, routes, etc.). Similarly, it is appropriate for them to increase their visibility (and reputation) as a sustainable gastronomic destination by adopting a coherent and omnichannel communication strategy towards both external (advertising campaigns) and internal (awards to highlight best practices) stakeholders.

INDEX

<u> INTRODUCTION</u>	<u>P. 7</u>
<u>1 GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY</u>	<u>P. 12</u>
<u>Gastronomy tourism: the key to sustainability</u>	<u>13</u>
<u>Gastronomy tourism to connect urban and rural areas</u>	<u>34</u>
<u>Gastronomy tourism as a lever to preserve tangible and intangible heritage</u>	<u>65</u>
<u>Gastronomy tourism and well-being</u>	<u>92</u>
<u>2 GASTRONOMY TOURISM AND CLIMATE CHANGE</u>	<u>P. 106</u>
<u>3 SUSTAINABILITY FOR ITALIAN TRAVELLERS ON HOLIDAY</u>	<u>P. 118</u>
<u>4 SUSTAINABILITY IN GASTRONOMIC EXPERIENCES</u>	<u>Page 126</u>
<u>5 SUSTAINABILITY IN DESTINATIONS</u>	<u>Page 149</u>
<u>6 COMMUNICATING SUSTAINABILITY</u>	<u>Page 169</u>
<u>7 IMPLEMENTING SUSTAINABILITY</u>	<u>Page 173</u>
<u> WORKING GROUP</u>	<u>Page 191</u>

INTRODUCTION

ROBERTA GARIBALDI



Sustainability is now a central element in tourism. The growing attention and debate generated around this topic have stimulated destinations and operators to take interest and create consistent products and services, also (and especially) in response to an increasingly sensitive and demanding demand. However, this growing attention has generated some confusion, and it is therefore useful to start by defining sustainable tourism.

This concept is broad and takes on numerous meanings depending on the context in which it is used. Defining this heterogeneity is important if the goal is to promote tourism development strategies characterized by having achievable (sustainable) objectives and a set of actions leading to tangible and measurable results. In other words, being effective and efficient.

From a behavioural perspective (demand perspective), tourism can be considered as a travel mode:

- responsible and aware of the effects on natural resources, cultural assets, and local communities;
- capable of creating knowledge and understanding through interpretation and education;
- based on the choice of green mobility, accommodation, and catering options (i.e., low environmental impact);
- aimed (also) at discovering lesser-known destinations away from traditional tourist circuits, where active and sensory experiences can be had.

On the supply side, sustainable tourism is not a proper tourism segment on par, for example, with beach or mountain tourism. It is the aspiration, transversal to all practices, to create lasting environmental, economic, and social value, to seek a perfectible balance between the current and future benefits and costs arising from tourism.





Numerous are the themes that come into play, from the environment to society, to the economy, to culture, and to politics as well as the issues that need to be

addressed and which, often, are common to other sectors. It therefore seems appropriate to delve deeper into these elements in order to have a complete picture:

- ✦ *Environment:* Greenhouse gas emissions, water and land consumption (and related changes in landscape morphology) are the three major areas of concern that tourism governing bodies are called upon to address in order for development to be sustainable. It is well-known that mobility (primarily private), infrastructure, facilities, and tourist attractions can negatively impact the ecosystem, exacerbating common problems (such as pollution and loss of biodiversity) and fueling conflicts over resource use between residents and tourists..
- ✦ *Society:* Two elements come into play here: quality of life and work. Excessive and asymmetrical tourism development both in terms of infrastructure/facilities and flows can lead to an increase in the cost of living and the displacement of economic activities necessary for locals but to a lesser extent for tourists. Furthermore, job opportunities could see a qualitative decline, with a predominance of seasonal offers and/or lower wages..
- ✦ *Economy:* Excessive focus on tourism would have negative repercussions on the level of territorial competitiveness, making it less attractive for investments in different sectors and at the same time more vulnerable in the case of external shocks—think, for example, of what happened with the pandemic and the war in Ukraine. This is especially the case where small and medium-sized enterprises are predominant, as they often do not have adequate financial resources and skills.
- ✦ *Politics and Culture:* A well-known issue in tourism is the excessive concentration of flows in limited areas. This is often the result of incorrect choices by those who govern tourism in terms of development and supply management; it therefore imposes important and broad reflection on how to redistribute flows. Likewise, this influx can negatively impact both tangible



THEMES, ISSUES, AND UNDERLYING CAUSES RELATED TO SUSTAINABILITY IN TOURISM

	THEME	ISSUES	CAUSES
 Environment	Greenhouse gas emissions	Air pollution Public health Climate change	Transportation Accommodation facilities
	Water consumption and pollution	Conflict of use (residents vs tourism) Public health	Accommodation facilities Winter sports infrastructure
	Land use / Changes in landscape	Increased hydrogeological risk Loss of biodiversity Loss of local character	Tourism infrastructure facilities (e.g., lodging, parking, conference centers, ports)
 Society	Quality of life for residents	Conflict of use (residents vs tourism) Increased cost of living Displacement of economic activities Increased risk of crime	Excessive tourist demand / Overcrowding Asymmetry between tourist flows, places, infrastructure, luxury management systems
	Quality of work	Greater seasonality of work Potential wage reduction for certain activities Presence of workers only during peak times	Company size Low productivity of the same
 Economics	Profitability and productivity	Funds not adequate for investment needs	Seasonality Inadequate financial and managerial skills Predominant presence of micro and small businesses
	Economic dependence	Displacement of investments other than tourism Concentrated economic risks in case of external shocks (e.g., pandemic, war)	Low attractiveness of the territory for forms of investment other than tourism
 Politics and Culture	Concentration of source markets for tourist flows	Concentrated economic risks in case of external shocks (e.g., pandemic, war)	Poor diversification of tourist offer
	Deterioration of tourism capital	Loss of attractiveness	Excessive exploitation of resources
	Distribution of tourist flows	Concentration of opportunities in limited areas	Low attractiveness and visibility of the tourist offer Poor accessibility
	Conservation of cultural assets	Deterioration / Loss of tangible and intangible heritage	Excessive exploitation of cultural resources




and intangible cultural heritage, causing its impoverishment.

It is evident how important it is to consider all these elements in the cost calculation if there is a desire to enhance the benefits of tourism practice and seek a just balance with negative externalities.

gastronomy in tourism is an aspect to act upon to achieve these goals. Its valorisation can generate benefits on the environment, for example by shortening the agricultural supply chain; on society, by more evenly redistributing wealth; on the economy, by creating new business and job opportunities; on politics, as it would contribute to delocalizing flows and creating new and stronger links between urban (or high-traffic) and rural (low-traffic) areas; on culture, by promoting the rediscovery and protection of local agricultural heritage.

However, gastronomy tourism cannot be considered a "panacea": indeed, it is not inherently sustainable. Agriculture - which is the other "face" of gastronomy tourism - will be put under stress by the growing demand for food. Between 1990 and 2019, global food production doubled in the face of a 45% population increase. This has caused a loss of environmental ecosystems for its production: the land area available for agriculture has decreased by -0.4%, while forest area has reduced by -4%. This ongoing and increasing consumption of environmental resources is set to rise, considering that - according to FAO estimates - food production demand will grow by another 60% by 2050 despite a 23% increase in the global population.

It is clear that gastronomy tourism needs to be supported and guided to be sustainable in both of its components (tourism and agriculture). How to do it? This Report aims to answer this question that only seemingly is simple. The complexity and cross-disciplinarity of these phenomena (sustainability and gastronomy tourism) require starting first and foremost from the close link between the two. The first section, therefore, introduces and explains why and how the valorisation of gastronomy in tourism contributes to achieving the ambition of being



sustainable. Through data and best practices, the role that can be played in reducing the distance between urban and rural areas, in preserving tangible and intangible heritage, in promoting public health, and in mitigating the impacts of climate change will be demonstrated.

After this contextualisation, the focus will shift to the tourist, showing how sustainability influences choices and travel behaviour both in general terms and within the scope of gastronomy tourism at the micro (experience) and macro (destination) levels. This analysis is enriched with thematic contributions and examples to provide a guide for operators and policymakers to shape the thematic offering sustainably. Particular emphasis will also be placed on communication: if sustainability is not adequately communicated in a clear, immediate, and transparent manner, the tourist will not be able to grasp and appreciate this added value. It is important to know what to say, how to say it, and when.

At the end of the Report, "to-do-lists" will be presented, which are a series of operational suggestions for companies and destinations to take action and become sustainable. This list is not (and does not intend to be) exhaustive, but it starts from the "small things" to provoke thought and assist in this change that today is increasingly necessary.



1 | GASTRONOMY TOURISM

*THE KEY TO
SUSTAINABILITY*



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

Gastronomy tourism is often cited in scientific studies and scenario documents prepared by leading international bodies, including the World Tourism Organisation, as one of the levers that is important to act upon to promote sustainable development. However, it is appropriate to ask what the underlying reasons are for this statement to avoid misunderstandings or excessive simplifications, which often in common practice are the main cause of results falling below expectations.

First of all, we will try to clarify the **potential benefits** that can arise from it, that is, the motivational levers that can push political decision-makers and operators in the supply chain to initiate a change that is increasingly necessary today. To give a comprehensive answer to this question, we will understand the relationships between gastronomy tourism and sustainability—also through an intervention by Alessandro Giordano—and from the modality to initiate virtuous projects. We will then discuss the relationship between **agriculture and sustainability**, showing how the spread of sustainable approaches—stimulated by technological innovation—is increasingly necessary today due to the growing consumption of resources. In this regard, Alberto Tasca d'Amerita (SOStain) will present us with the sustainability program for Sicilian viticulture "SOStain", which sees the island's wineries working together on an all-round safeguarding path.

We will pay particular attention to **gastronomy tourism** as a **lever to connect urban and rural areas**. The interventions of Rossano Pazzagli (University of Molise) and Carlos Fernandes (IPVC) will offer us a dual perspective, national and international: to understand the centrality of the Italian gastronomic landscape, its peculiarities, opportunities, and fragilities, and then to address how to support and enhance the culinary heritage, which is increasingly at risk today due to the globalisation of food and consumption. We will present good practices to understand how rurality can enter the urban context: Luca Balbiano (President of Urban Vineyards Association) will show how urban viticulture is giving rise to new synergies between winemakers, local communities, and tourists themselves; Emanuela Panke (President of Iter Vitis) will present an experience of sustainable cultural tourism, with wine becoming a leitmotif for the discovery of the history of the city of Rome; Violante Gardini Cinelli Colombini (President of the Wine Tourism Movement Tuscany) will discuss the work done by the Wine Tourism Movement



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

in Tuscany with the "(p)Assaggio in Cantina" project aims to encourage the use of the bus as a means of transportation to reach affiliated wineries. We will conclude this specific focus with successful testimonies that will show how tourism has been brought to inland areas by leveraging gastronomy. Francesca Pepe and Margherita Rizzuto will tell us how the pizzeria "Pepe in Grani" by the award-winning pizza maker Franco Pepe has made a minor destination like Caiazzo (in Campania) a gourmet destination capable of welcoming thousands of visitors today.

Preservation of the gastronomic heritage (tangible and intangible) **through tourism** is the central theme of our next section. As Paolo Corvo (University of Pollenzo) rightly points out in his intervention, we are losing the habit of cooking and, with it, our cultural heritage. Not only are traditions at risk, but also the professions and places connected to them; artisans, restaurants, and historic taste shops that are teetering between generational transition and economic sustainability issues. In the face of this critical situation, we will present possible solutions. Firstly, the need to educate new generations, a topic of great relevance with a bill now under discussion in Parliament. Secondly, the enhancement of artisans and historic taste places through different initiatives: from collaborations between local artisans and accommodation structures as in the case of Su Gologone Experience Hotel in Sardinia, to connections with social spheres. Excellent examples come from the Eurocoop Jungi Mundu cooperative operating in Camini (Calabria), where they have succeeded in integrating migrants, asylum seekers, and refugees, giving them the opportunity to organize gastronomic-themed experiences for tourists; from Mannos, an initiative born to highlight young Sardinian producers who create the island's most authentic gastronomic gems on a daily basis; and from the Misonet Agricultural Company (Trentino), which, through the creation of a short dairy supply chain (also enhanced through tourism), has contributed to creating new job opportunities and making related professions more attractive to young people.

We cannot conclude without an excursus on agri-food markets, which are increasingly tourist attractions but also



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

become tools to enhance small producers and artisans of taste, as is already happening in Spain.. We will then see how **gastronomy tourism** can be a lever to enhance **psycho-physical well-being**, encouraging the adoption (first while traveling and then in everyday life) of healthy eating and regular physical activity. A great example comes from the "Wellness" project by Crystal Cruises, which promotes better nutritional awareness through taste education and the promotion of local gastronomic culture during stays on the company's ships. Back on land, there is the initiative by Oikos, a social cooperative that applies the concept of healing gardens to promote the health and well-being of people with Alzheimer's through passive or active experiences. Finally, we will go to Spain, where Castillo de Canena—an olive-growing company with sustainability certifications—offers regenerative oleotourism experiences to reconnect with the natural environment, tasting oils in combination with local gastronomic specialties.

**TOURISM,
GASTRONOMY AND
SUSTAINABILITY**
ALEX GIORDANO



Roberta **Garibaldi**
WINE • FOOD • TOURISM

Gastronomy tourism and sustainability: a question closely related to local development that is consistent with the concept of environmental, social, and economic sustainability introduced by the SDGs (Sustainable Development Goals). This concept of sustainability becomes a lens for observation and a logical framework for guiding the necessary social and technological innovation processes to:

- Make productions less impactful on the environment;
- Promote the creation of local networks for production and sales;
- Foster strategies for "system building" among the actors in a territory (businesses, institutions, associations, traders...) so that tourism is an element that creates wealth and, on the other hand, values and protects precious assets such as artisanal know-how and the connection with territories;
- Facilitate the diffusion of technological innovations even for smaller producers;
- Promote the creation and sharing of knowledge that enhances the quality of services and proposals aimed at tourists;
- ...

As understood from data, and knowing that the Italian territory is extremely diverse and still largely untouristed, the opportunities that our country offers to various types of tourists (both actual and potential) are enormous and are important opportunities not only for tourism entrepreneurs but also for the territories. However, when analysing the trends of tourism in our country, it is believed that two sides of the sustainability of gastronomy tourism should be considered together. The first is focused on the development of the territory that serves as a platform:

- For catering,
- For reception,
- For hospitality,

- for agricultural and viticultural productions,
- for the enhancement of local productions, not only gastronomic but, for example, artisanal,
- for real estate operations related to tourism,
- for the technological innovation of the entire local social and productive system,
- ...

The second is focused on the development of tourism policies that must primarily consider how to maintain, over time, a balance between the social, economic, and environmental impacts of tourist flows. This is so that territories do not become playgrounds, museums, or non-places but can remain interesting as living realities.

«The attractiveness of a destination depends mainly on the availability of resources it has, which are not only natural, geographic, morphological but are primarily social resources that derive from the traditions and habits of the local community. The approach based on the use of territorial peculiarities can make a difference only if there is the ability and commitment to enhance the available means to turn them into a precious and incomparable competitive advantage." So, how does one work on the two sides of sustainability? The land can be the resource from which to restart imagination and from which to generate new projects. The work carried out by task forces and projects that I coordinate ("Societing 4.0", "RuralHack" and "PIDMed", for example) is done with communities (not on communities), experimenting with a range of tools and methods for Agriculture 4.0 innovation, capable of collecting problems and solutions through various forms, including digital methods, forms of comparative study, and meta-analysis. These methods can produce new forms of social intelligence and exchange modalities, through occasions and devices that relate the intelligence systems of communities (human intelligence, artificial intelligence).



A significant role in these processes of accompanying territories is played by facilitators. If they are institutional actors (Municipalities, Universities, or Chambers of Commerce, for example), they can carry out a useful bridging and networking action, creating bridges between researchers, scientists, and the old masters of the land; between hackers, artists, and farmers; between rural realities of internal areas and metropolitan centres; between young people, artisans, small businesses, social entrepreneurs, start-ups, institutions, ... with the intent of imagining together a different sense of production, work, environment, and society. Thus, becoming the key to sustainable development, for the protection of biodiversity, the environment, and people. Communities, understood as territories and also as actors connected by territorial contiguity and/or commonality of interests, become laboratories where people activate to devise solutions and appropriate tools for greater well-being. Communities are, therefore, places and occasions for the intersection and exchange of knowledge: "The new communities must be seen as a weave of conversations in which people participate differently, choosing where, how, and for how long to allocate their own resources (attention, skills, relational availability). Their first distinctive character compared to premodern communities lies in the fact that the bonds that are woven there are the result of a choice. We are talking about intentional communities."

Here is what the form of sustainable gastronomy tourism can be: that of an intentional community concerning places in the dual sense of offering them a renewed look and in the sense of protecting and preserving the places themselves. And "augmented" regard through a new alliance between collective intelligences and digital technologies aimed at co-generating positive impacts generated on the environment, society, and the economy.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

THE BENEFITS OF GASTRONOMY TOURISM

In the last decade, gastronomy tourism has gained increasing relevance and centrality for travellers, operators, and destinations. New forms, modes, and places of enjoyment have established themselves in the market, changing the face of this practice, which today is not limited to merely purchasing typical agricultural and viticultural products and tasting traditional recipes and dishes. Gastronomy tourism is expressed through a variety of products, services, and experiences in which sensory involvement is qualifying. It allows one to actively enjoy the cultural heritage of the place, immersing oneself in the life and traditions of the local community. Dining in gourmet and/or historic restaurants, visiting production sites, agricultural markets, taste museums, and/or artisanal shops, participating in events and festivals, as well as thematic tours and/or cooking classes are just some of the most well-known examples through which gastronomy manifests itself in tourism and becomes an attraction.

This evolution has been (and still is) "driven" by the numbers. In our country, it is estimated that there are about 9.6 million gastronomic tourists (i.e., those who travel primarily for gastronomy). These figures are even higher if we simply consider those who participate in thematic experiences, regardless of the reason for the trip: 7 out of 10 Italians have had at least five such experiences during their most recent trips. Broadening our view to Europe, there are about 5.5 million gastronomic tourists, a figure that rises to 21.2 million when considering those who participate in food, wine, oil, beer-themed proposals, etc. These are significant numbers, which certainly represent a great incentive to invest in gastronomy tourism.

Beyond the numbers, which are important if we consider the economic impact, it is important to reflect on the potential advantages derived from the development of this tourism practice. For this ability to generate additional flows and expenditures to be realized, it is crucial to allocate resources (human, economic, ...) to achieve a sufficient level of competitiveness and create lasting value for tourists, operators, destinations, and the community. What are the levers (i.e., the advantages) that should encourage investment in it?



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

Economic benefits

As just mentioned, the development of gastronomy tourism increases the number of arrivals and stays in the destination and generates additional economic revenue from the spending of these travellers in the short term. This growth is an indicator and consequence of the development of thematic tourism products that add value and visibility to local productions. Benefiting from this are the image and reputation of the destination, and the reason is simple: a passion for food leads to discovering the local gastronomy, to making and sharing the travel experience even upon return. Positive word-of-mouth is thus created that benefits the destination as a whole. In the medium-to-long term, this continued focus leads to the creation of aggregative and innovative formats centred around gastronomy, equipped with their own visibility. This makes the destination's offering richer and more diverse, increasing its competitiveness. Similarly, it supports and makes structural the process of diversifying the rural economy and agricultural businesses, which are encouraged to invest in tourism because of the resulting benefits. The advantages do not only fall on the supply chain connected to gastronomy tourism but extend to the entire territory. The destination gains a greater ability to attract private investments in the agri-food, tourism, as well as in other connected sectors. Likewise, the possibility of receiving public funds (linked or not to specific projects) increases, which can translate into works for the benefit of the community – broadband, road system and mobility, etc. In this sense, gastronomy tourism becomes a catalyst for the growth of economic system competitiveness..

Benefits on Society (Sociocultural)

A direct consequence of the growing attention of tourists toward local gastronomy and the development of the offer connected to it is the creation of new jobs in the supply chain and the economic spill over. This process, when well managed, leads in the medium-to-long term to an increase in the well-being level of the local



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

community, brings wealth, and can reduce inequalities.

Likewise, the development of gastronomy tourism stimulates the rediscovery of heritage by the local community and allows for the reappropriation of expressions that represent the identity of the place and find new value in the tourist experience. Over time, this leads to planning and implementing structured actions to protect tangible and intangible resources, ensuring their use for future generations and the ability to create lasting value for all stakeholder groups. This process of "reacquisition" brings with it greater awareness of the value of food, which is not only cultural. People are educated on topics such as the food pyramid, nutrition, healthy eating, and are encouraged to adopt healthier regimes and lifestyles. The positive impact concerns both the individual and society, as adopting improper eating behaviours is a health risk factor and has repercussions on public health expenditure.

Environmental benefits

Gastronomy tourism leads to greater use of local products, as this is what tourists seek. This helps create a virtuous circle: in response to this need, local supply chains are created and/or strengthened—often accompanied by certifications to assure tourists—which in turn generate economic value that stays within the territory and is redistributed among all players in the supply chains. Shortening the chain also has a positive impact on the environment and enhances the quality and safety of products. Such an orientation can lead in the long term to the development of smart farming strategies aimed at efficiency and optimisation of agricultural production through new technologies, as well as greater sustainability. Simultaneously, the development of gastronomy tourism leads to greater attention and protection of the rural landscape—an expression of territorial identity—whose impoverishment or loss would lead to a decrease or disappearance of biodiversity and



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY




an increased risk of hydrogeological instability.

The prerequisite for maximizing the benefits derived from gastronomy tourism is the development of a strategic plan. Only through the collaboration and action of all stakeholders (public and private), and a cohesive, coordinated, and organized set of objectives, operational directions, and actions is it possible to unlock its potential and create lasting and therefore sustainable value.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

CHART 1. The benefits derived from gastronomy tourism.

Types of benefits		Short-term benefits obtained	Benefits achievable in the medium-long term
	Economic	Tourist flows and additional spending Development of related economic activities Increased visibility of local agri-food and wine products Improvement of the destination's image Creation of new jobs (direct and induced)	Diversification / Enrichment of the tourist offer Diversification of agricultural activities Greater ability to attract public/private investments Increase in competitiveness Improvement in the well-being level of the community
	Socio-cultural	Rediscovery/Enhancement of local gastronomic heritage	More effective protection of cultural resources Adoption of healthier lifestyles
	Environmental	New models of short supply chain production and consumption Greater attention and protection of the gastronomic landscape	Increase in investments towards smart farming practices Reduction of the gap between urban and rural areas



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

Agriculture and Sustainability

United Nations estimates indicate that the world population will exceed ten billion by the end of the century. Such a marked increase will not be homogeneous but will mainly affect two continents: Asia and Africa. By mid-century, these will host almost 80% of the planet's population.

Faced with these numbers, it is natural to ask how we will guarantee access to food for all people without irreparably damaging the resources we have available. Over the last thirty years (1990–2019), global food production has almost doubled against a 45% increase in population. FAO estimates for 2050 predict a +60% increase in production and a +23% increase in population, a disproportion that will require a rethinking of agricultural systems worldwide.

It becomes increasingly necessary to include sustainability in the dynamics of the agricultural sector, also because—as we have implicitly stated—we consume more resources than we are capable of producing. Just consider that in 2022, Earth Overshoot Day—the day on which humanity depletes all the resources produced by Earth in the year—was July 28; in 2020 it was August 22, while in the 1970s it coincided with the end of the calendar year. Italy seems to be even more voracious than the rest of the world: in our country, this date fell on May 15, 2023. If everyone were like us, we would need 2.7 planets to meet the demand for resources.

This excessive consumption has caused and will cause serious damage. And agriculture, as we have seen previously, is responsible but also suffers (and will suffer) the consequences. We are losing environmental ecosystems to produce more food, and soils tend to have lower yields due to climate change and drought. For our country (but not only), 2022 has been defined as the *annus horribilis* for Italian agriculture: temperatures have increased by 2.7° C compared to the historical average of 1981–2010, and precipitation has dropped by more than double compared to 1990. This combination has placed our country first in Europe and the Mediterranean and 44th in the world in terms of the extent of territory exposed to very high water stress. The greater frequency of extreme events—a consequence of the reduction in the frequency of precipitation—has caused serious damage



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

to the territory and also to agriculture. According to Coldiretti, the damages to the sector in 2022 are estimated at 6 billion euros (equivalent to 10% of the value), with harvests of all agricultural varieties that have reduced (from -11.4% for legumes to -1.4% for fruit).

Institutions worldwide have become aware of this serious problem and are directly or indirectly encouraging a sustainable transition of the agricultural supply chain. Looking at our continent, the European Commission has highlighted the central role of the sector for the sustainability-focused relaunch of the economies of the Union's countries through numerous legislative initiatives. Among the most relevant and recent are:

- "Farm to Fork Strategy" (introduced in April 2020), aiming to create a better balance between nature, food systems, and biodiversity.
- "Biodiversity Strategy for 2030" (April 2020), aiming to halt the loss of biodiversity through targeted objectives to be achieved by the end of the decade.
- The new Common Agricultural Policy (CAP) (June 2021), which updates the guidelines of the previous edition in a greener, fairer, and more flexible perspective.
- The revision of the directive on packaging and packaging waste (November 2022), which aims to facilitate the collection, reuse, recovery, and recycling of packaging, also setting significant focal points for companies in the national supply chain (historically efficient in the field of recycling).

In addition to these programs and directives, a strong lever to increase sustainability in agriculture comes from technological innovation. The sector is currently undergoing a profound transformation thanks to the implementation of technology, with positive effects in terms of streamlining and improving processes and their impacts, while at the same time generating opportunities almost unknown until a few years ago.

It's not only the agricultural sector that is involved; the entire supply chain—from product transformation to the end



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

consumer, passing through logistics and distribution—is implicated. Among examples of technological solutions, we can mention vertical farming (a new approach that involves the use of soilless hydroponic closed-cycle cultivation with water-saving), mapping of plots with GIS systems, drones and IoT technology for monitoring crops and livestock, and technologies for traceability (such as blockchain), etc.

Investments in technology have been skyrocketing in recent years. Consider that in 2021 in Europe, investments aimed at FoodTech start-ups tripled, reaching 9 billion euros. Our country still lags slightly behind other countries (ranking tenth for capital raised and fourth for the number of companies) and shows a higher specialisation in technological solutions for the wine supply chain.



«SOSTAIN»: THE FIRST SUSTAINABILITY PROTOCOL FOR SICILIAN VITICULTURE

ALBERTO TASCA D'ALMERITA

First Sicilian winery to obtain the international B Corp sustainability certification, Tasca d'Almerita is a family-owned agricultural company, founded in the heart of Sicily in 1830, whose history is written in the land it cultivates, preserves, and passes down through eight generations. There are five estates, from east to west of Sicily, where Tasca d'Almerita operates, practicing viticulture based on sustainability principles and a model of hospitality and wine tourism that is extremely respectful of the territories and traditions connected to them. Since 1830, the company utilizes all available techniques and knowledge to prevent damage to the soil, plants, environment, and future generations. For this reason, it does not use chemical agents or shortcuts that may result in harm, giving preference to manual labor, biological defense methods, and preventive agronomic techniques. Starting in 2010, in order to measure the impact of its activities on the ecosystem and to acquire greater awareness, Tasca d'Almerita has initiated the creation of "SOSTain," the first sustainability protocol for Sicilian viticulture (www.sostain.it). It is certified by an independent third-party entity and is based on 10 minimum sustainability requirements, measurable and comparable indicators, providing a quantitative measurement tool to guide the company in making continual improvements.



"SOStain" includes, among its requirements, aspects ranging from the management of the soil's organic matter to its erosion or compaction, from the method of recruiting workers to the economic impacts that the activity has on the territory, from reducing the weight of the bottle to the use of renewable energies, from the biodiversity of animal and plant species to landscape protection.

In the "SOStain" journey, sustainability is not a destination but an infinite path to be travelled together. That's why in 2020, the "SOStain Sicilia" Foundation was created: an association of producers united to promote the sustainable development of Sicilian viticulture. To date, there are 39 wineries associated with the Foundation, for a total of 32,967 associated hectares, 5,131 hectares, and 21,000,000 certified bottles.

Culminating in a project for development respectful of the territories, Tasca d'Almerita, already a Benefit Corporation, in 2023 received the B Corp certification, joining an international network of organisations that meet high standards of social and environmental performance, responsibility, and transparency. Beyond the business model, there are five macro areas of impact on which the company was assessed to obtain the certification: governance, community, people, environment, and customers.



PIPER-HEIDSIECK, CHARLES HEIDSIECK AND RARE CHAMPAGNE FRANCE

The first producers in Champagne to obtain B-Corp certification follow a path of social and environmental responsibility. This includes the goal of creating a positive impact, reducing the carbon footprint by 61% by 2030, eliminating the use of fossil fuels, adopting 100% renewable electricity, ensuring 100% European suppliers by 2030, and continuing with sustainable agricultural practices in the vineyards. The commitment to the environment is emphasized through concrete and measurable initiatives.

 <https://bcorp.piper-heidsieck.com>
<https://charlesheidsieck.com/en/house/b-corp-certification> <https://www.rare-champagne.com/engagement>



Environmental sustainability



Social sustainability

TENUTA ALOIS LAGEDER: TENUTA ALOIS LAGEDER: THE "LIGHT BOTTLE" INITIATIVE FOR A SUSTAINABLE FUTURE

MAGRÉ SULLA STRADA DEL VINO, BOLZANO

The Tenuta Alois Lageder winery is about to adopt a new 450g bottle for all its wines. Despite its lightness, it is durable and also suitable for long-aging wines. This innovation will reduce glass consumption from 512 to 425 tons, cutting carbon dioxide emissions by 87 tons (17%). A choice that embraces sustainability without compromising the quality of the final product.



<https://aloislageder.eu>



Environmental sustainability



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Photo credits: [instagram.com/castellodimontepo/](https://www.instagram.com/castellodimontepo/)

CASTELLO DI MONTEPÒ: SUSTAINABLE INNOVATION AND PLANT CARE THROUGH ADVANCED TECHNOLOGIES

SCANSANO, GROSSETO

At the Tuscan winery Castello di Montepò, the introduction of thermal and multispectral cameras on drones equipped with centimetric GPS has revolutionized plant care. This technology offers precision and monitors the photosynthetic performance of the entire vineyard, reducing treatments and improving agronomic management. The instant data analysis optimizes the use of agricultural machinery and tractors, reducing fuel consumption. Dry farming rationalizes the use of water resources, while collected rainwater is reused for irrigating gardens and vegetable patches. Vegetation and trail maintenance complete the sustainable approach.

 www.castellodimontepo.it

 *Environmental sustainability*

MATETIC VINEYARDS: SUSTAINABLE WINE EXCELLENCE

ROSARIO VALLEY, CHILE

The winery has received the "Global Best Of Wine Tourism Award" for its sustainable practices from The Great Wine Capitals. Innovations include organic corridors in the vineyards, 100% composting of residues, 100% reuse of winemaking water, vermicomposting for fertilizer, passive architecture, and sustainable packaging. The approach allows local wildlife to move freely, promotes waste recycling, efficient resource utilisation, and also uses certified materials for wine packaging.

 <https://aloislageder.eu>

 *Environmental sustainability*

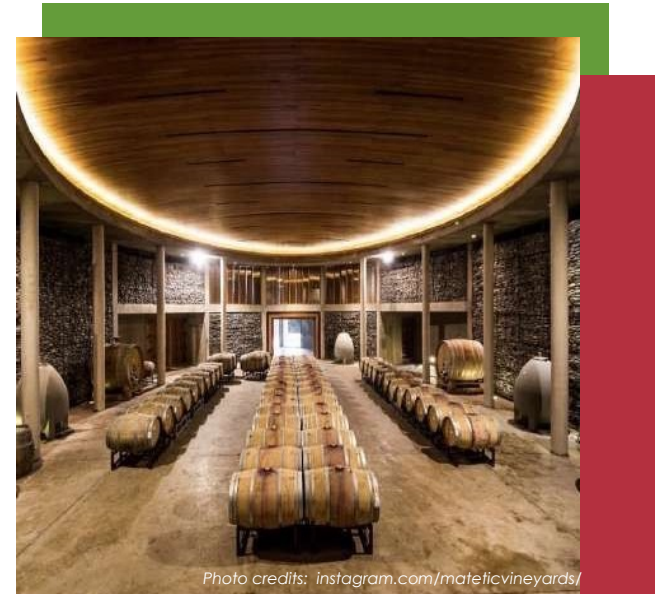


Photo credits: [instagram.com/mateticvineyards/](https://www.instagram.com/mateticvineyards/)



to credits: vinventions.com/it/nomacorcocean

SUSTAINABLE INNOVATION WITH "NOMACORC OCEAN" CORK BY VININVENTIONS AND DONNAFUGATA

ITALY

"Nomacorc Ocean," the first cork made from plastic recycled from oceanic waste (Ocean Bound Plastic - OBP), contributes to the collection and reduction of harmful marine waste. Its performance remains unchanged compared to other corks from the company. In Italy, there is a partnership with Donnafugata Winery in Sicily, recognized for its decade-long commitment to environmental and social sustainability.



www.vinventions.com/it/nomacorcocean



Environmental sustainability

SALCHETO WINERY: SUSTAINABILITY REPORT, CERTIFICATIONS, AND INITIATIVES

MONTEPULCIANO, SIENA

The winery is committed to environmental, social, and economic sustainability initiatives. It presents a Sustainability Report, a management control system compliant with the EQUALITAS standard, and an employee welfare plan. It strives for energy self-sufficiency, organic certification, self-production of compost-based fertilizers, and responsible use of wood materials. It manages wastewater and waste with high levels of recycling, obtaining the Carbon Footprint ISO 14064 certification.



<https://salcheto.it/>



Environmental sustainability



Photo credits: winearchitecture.it



Photo credits: cdn.wedding-spot.com/image

SWEETWATER BREWERY: SUSTAINABLE BEER FOR THE ENVIRONMENT AND COMMUNITY

ATLANTA, UNITED STATES

The brewery collaborates with the NGO Waterkeeper Alliance, protecting waterways and using the Chattahoochee River for production. It supports sustainability awareness initiatives and reduces environmental impact through partnerships with Gas South and recycling of grain, hops, and yeast for compost and animal feed. Its active involvement reflects a commitment to the environment and the local economy.



www.sweetwaterbrew.com



Environmental sustainability



Social sustainability

«A HAND FOR THE FUTURE» PROJECT BY MONINI: PRESERVING NATURE FROM OLIVE TO TABLE

ITALY

Monini olive oil company, through the "A Hand for the Future" project, tackles future challenges through three key pillars. From the field to the environment, it is committed to sustainable agriculture to preserve nature. Inside the bottles, it focuses on producing high-quality oil while also emphasizing innovation with an eye on sustainable and traceable packaging. On consumers' tables, it promotes the culture of extra virgin olive oil, well-being, and a healthy lifestyle through sports events, educational initiatives, and support for research.



<https://ahandforthefuture.monini.com/it>



Environmental sustainability



Photo credits: csroggi.org



Photo credits: mma.pnasia.com

WORLD LIVING SOILS FORUM: REGENERATING THE EARTH FOR A SUSTAINABLE FUTURE

Moët Hennessy and ChangeNOW collaborated on a global event focusing on soil regeneration and addressing climate and ecological challenges. Moët Hennessy's "Living Soils Living Together" program, supported by LVMH, brings together 26 houses for sustainable development. ChangeNOW accelerates environmental and social transition. In 2022, the "World Living Soils Forum" event brought together over 100 speakers to share knowledge about soil protection and regeneration, promoting collaboration and action during conferences held every two years.

 www.worldlivingsoilsforum.com

 Environmental sustainability

 Social sustainability

INTERNATIONAL WINERIES FOR CLIMATE ACTION: TOWARDS A SUSTAINABLE FUTURE FOR WINE PRODUCTION

A global movement of wineries is committed to combating climate change by sharing practices for decarbonizing wine production. In 2022, it introduced the IWCA certification program, where participating companies regularly analyze greenhouse gas emissions to reduce their carbon footprint. The goal is to counteract the effects of climate change without the use of offset credits.

 www.iwcawine.org

 Environmental sustainability



Photo credits: scontent.fbgj



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

The reduction of the gap between urban and rural areas is among the potential benefits arising from a coordinated and harmonious development of gastronomy tourism. As we have highlighted earlier, this practice is driven by the strong interest of travellers in local culinary productions and traditions, which stimulates operators to create or strengthen short supply chains with positive economic and environmental impacts. At the same time, it can also increase tourists' curiosity about the rural areas and production sites, which are often less noticed or renowned.

This externality is extremely important because it can impact an issue that is increasingly felt in tourism and to which destinations - both Italian and foreign - are implementing different types of solutions. We are talking about overtourism.

The problem of overtourism in Italy

Overtourism, or excessive tourism congestion, is a common issue in many destinations today. While some destinations have experienced much stronger, and sometimes excessive, growth in visitor numbers since the second half of the last century, the problem has emerged in all its critical aspects in recent decades. Think, for example, of Venice and Barcelona, where high visitor flows have led to an imbalance in the resident population.

This phenomenon affects the entire Italian Peninsula. One piece of evidence comes from the analysis of the value added by tourism in individual municipalities, calculated by Sociometrica, which takes into account tourist flows for each municipality in 2022. Among the top twenty locations are Italy's major cities - Rome, Milan, Venice, and Florence - and the "capitals" of seaside tourism such as Capri, Positano, and Taormina. All of these are locations where issues of tourist congestion due to high flows may exist or emerge. Another confirmation comes from a long-term study of tourist stays.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

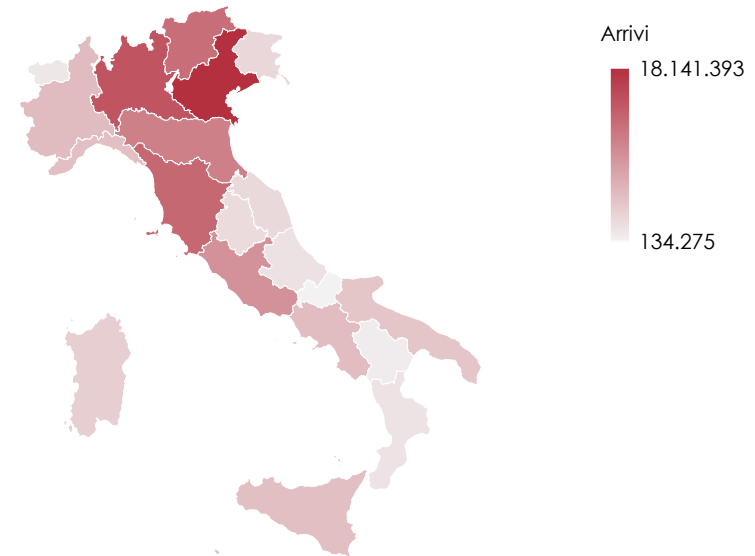
1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

Here emerge interesting data that show how the issue also affects smaller locations. For example, the municipality of Desenzano del Garda in the province of Brescia saw a more than doubling of overnight stays from 2014 to 2022 (+113%), a unique case in the national ranking.

While this is certainly an excellent performance from the data perspective, it could eventually lead to the depletion of resources and cause coexistence problems between residents and tourists. Italy also suffers from an uneven distribution of tourist flows (third evidence). In 2022, 49% of the over 118 thousand official tourist arrivals were concentrated in just four regions: Veneto (15%), Lombardy (12%), Tuscany (11%), and Trentino-Alto Adige (10%). In contrast, the Southern regions and islands accounted for only 18%, which is slightly less than the Veneto region (Chart 1).

An analysis of the distribution of flows between Italian and foreign tourists by province provides a more detailed picture (Chart 2). Approximately half (47%) of international traveller arrivals are concentrated in just six provinces, namely Venice (12%), Bolzano and Rome (9% each), Milan (6%), Verona, and Florence (each at 5%). These are areas with

CHART 1. | Arrivals in accommodation facilities in Italy. Distribution by region. Year 2022, Italian and foreigner tourists. Note: Own elaboration from ISTAT data.



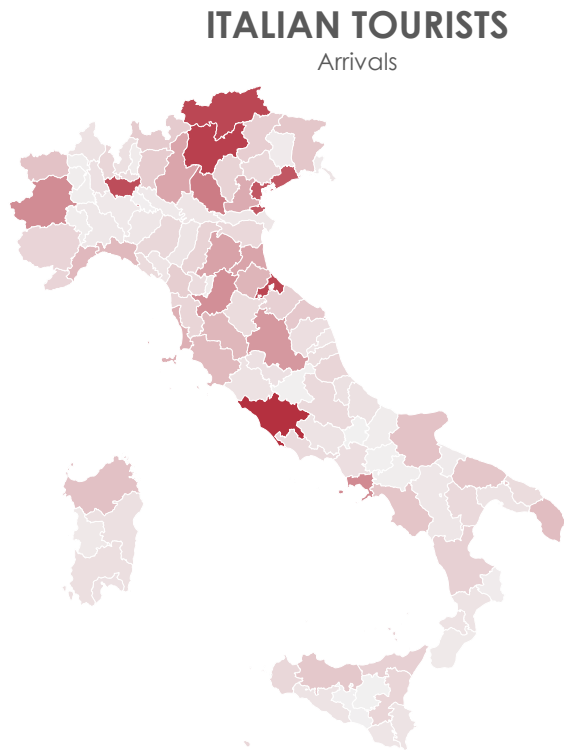
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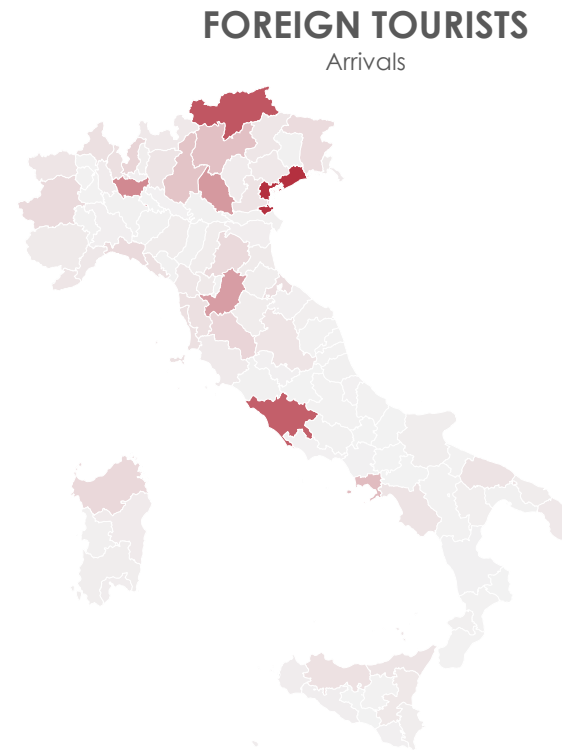
GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

CHART 2. | Arrivals in accommodation facilities in Italy. Distribution by region. Year 2022, Italian and foreigner tourists. Note: Own elaboration from ISTAT data.



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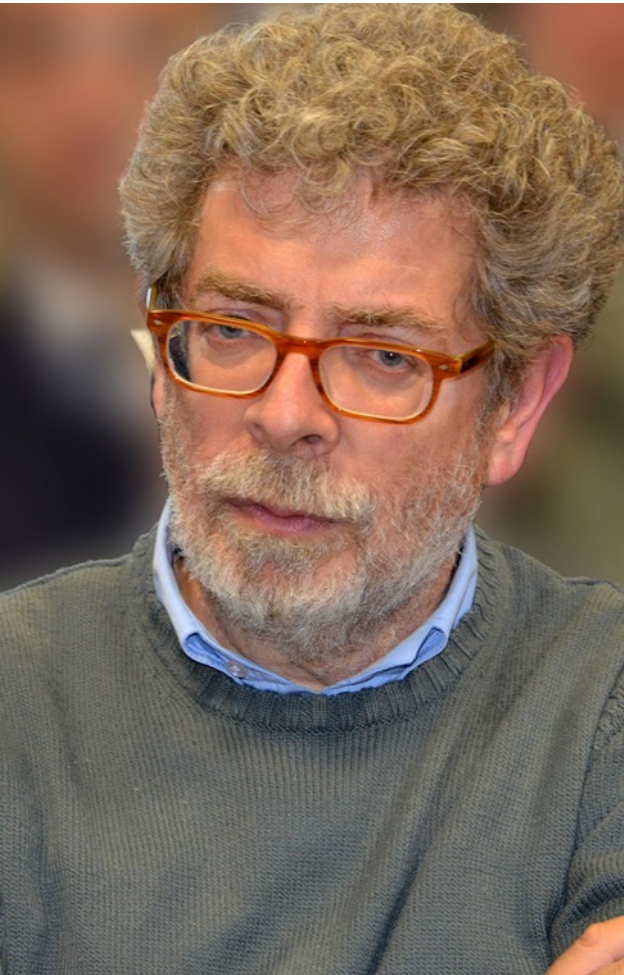


1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

cities renowned for their high artistic value or linked to business tourism (as in the case of Milan), with the sole exception of the Alto Adige province. If we instead look at Italians, the situation is different: the distribution of flows is much more homogeneous, with the first six provinces - Rome, Trento, Rimini, Bolzano, and Venice - accounting for just over a quarter of the total arrivals (26%). The major wine tourism destinations, such as Siena and the Langhe, have a naturally lower weight, although there are no significant differences between Italians and foreigners: the province of Siena receives 1.5% of domestic arrivals and 1.8% of international arrivals, while the Piedmont area (identified here with the provinces of Alessandria, Asti, and Cuneo) receives 1.2% and 0.9%, respectively. It's a different story for other smaller areas, less affected by international tourism. The data clearly show different flow geographies, with Italian travellers also turning their attention to destinations less known to international circuits, including rural areas - a fact corroborated by the fact that 77% declare their intention to avoid the more famous and overcrowded ones.

A widespread valorisation of food and wine in tourism can reduce the distances between urban (or high-flow) and rural (lower-flow) areas and shift tourist flows towards the latter, creating economic, social, and cultural value. Consider that 92% of certified agri-food productions and 79% of wines with denominations are produced (exclusively or partially) in small municipalities with fewer than five thousand inhabitants. This opportunity becomes even more relevant considering the current situation. Generalised cost increases, inflation, and economic difficulties have influenced the inclination for domestic travel. In Italy, as well as in Spain and the UK, the number of people who took a vacation in their own country decreased in the summer of 2023. The recurring reason is the high prices. Valuing rural areas and shifting flows towards these "minor" destinations (often with lower prices) can contribute to democratizing travel, giving opportunities even to those with less economic means. The tourist potential of rural areas is certainly high and can only be fully realized by considering the unique characteristics of these territories.

PRODUCTS AND
LANDSCAPES IN
FRAGILE AREAS
ROSSANO PAZZAGLI



Italy has a delicate territory that needs to be handled with care. Tourism, particularly gastronomy tourism, can certainly be one of the pillars on which to base the economic and cultural regeneration of rural areas in a sustainable way. This rebirth appears necessary to contribute to the ecological transition and is urgent in many respects to address the crisis of the urban-centric, industrial, extractive, and consumerist model that emerged in the second half of the 20th century. If we have asked ourselves "what type of tourism?" it is also worth asking, in terms of the sustainability of flows and modes of enjoying the food heritage, "what type of gastronomy tourism?" This is a necessary question if we want to avoid the risks of massification of the offer, the "Disneyfication" of the countryside and villages, the overtourism of certain destinations, and the phenomenon of the "globalisation of the typical" that is emerging in various rural contexts. It may sound like an oxymoron, but it's not: beyond terminological issues, there is now a clear trend towards stereotyped narratives of villages turned into towns, of the countryside of yesteryears, of gastronomic events and festivals, and of locally produced products often improperly considered genuine, typical, or traditional. It is necessary to assert with determination that it is a time for specificities, not for homogenisation.

The reading of the territory, expressed in products and landscapes, is thus the basis of sustainable gastronomy tourism, one that safeguards the relationship between food production and the natural context and transcends the logic of numbers. It's a dispersed, slow, immersive tourism, not always necessarily organized, genuinely connected to producers on one side and to the local commercial fabric on the other. It is not connected to the mass market of large-scale distribution, which is also appropriating the "typical," but rather to the niches of small local businesses: those of the same production companies and those of local street or village shops. Food products - bread, pasta, oil, wine, cheeses, meats, truffles, and the endless chain of the Italian and Mediterranean gastronomic basket - are a large part of what has remained, surviving the rural exodus that began as a complementary phenomenon to the so-called economic boom of the 1950s and 1960s. They are a fundamental component of

the territorial heritage of the inland areas of the country.

The inland areas cover a significant portion of Italy. These are rural landscapes and villages that have become fragile due to a development model that favoured cities and coasts, polarizing economic activities, services, and inhabitants. Yet, in this vast rural space, there is no emptiness, no nothingness. Behind closed windows, uncultivated fields or ones reclaimed by forests, along neglected hedges, and in solitary villages, there is still a hidden but strong wealth that, in recent decades, has started to express its potential once again. It has done so primarily through food products and supply chains that bridge production and consumption, rural and urban, labour and taste. Thus, there is a past that returns in new forms, vocations, and traditions that emerge in the uncertain present time. It's an innovative drive that materializes in processes of retro-innovation that recover knowledge and flavours without implying a return to the past.

The landscape reflects this transformation of practices and habits. Formed through millennia of farming and shepherding practices, it has experienced decline, the disruption of historical patterns, and the thinning of the mosaic. Products and landscape have always interacted over time. The gastronomic experience is the result of this relationship between humans and nature, in which farmers - cultivators, breeders, lumberjacks, etc. - have constantly dialogued with the environment in search of an ever-shifting and problematic yet sustainable balance. Then the 20th century changed everything: processes of commodification, mechanisation, crop specialisation, industrialisation of agriculture in some parts of the territory, and abandonment in many others, broke that balance, even if unstable, generating unsustainability.

Sustainable food and wine tourism are therefore those that seek to reverse this course, that reject the mass production of products, landscapes, and tastes, that shun environmentally incompatible forms of agricultural production, that delocalize tourist flows and distribute them more evenly between cities and the countryside, that restore dignity to marginal places, that unfold on less-known roads and paths, and that respect and promote the ways of local communities.



To remain truly sustainable, both from an environmental and a social perspective, gastronomy tourism cannot confine itself to an elitist vision. Instead, it must distance itself from snobbish rhetoric and regain a popular dimension. On this point, there still seems to be a long way to go, both on the demand side and on the supply side: a cultural journey that accompanies and mitigates the economic concern of tourism as a business, which would inevitably reproduce the extractive model and reduce the cultural value of the tourist experience.

By assuming this profile and spreading across the territory, gastronomy tourism would meet the three basic requirements of sustainability – ecological, economic, and social – contributing to revitalizing polycentrism and the equal dignity of territories, bringing margins to the centre or, if we prefer, bringing the centre to the periphery.

THE SUSTAINABILITY OF GASTRONOMY: WHAT WILL THE FUTURE HOLD?


CARLOS FERNANDES



The 17 Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 aim to end poverty, protect the planet, and ensure fair social and economic development. How can we become more sustainable? These Goals provide a "map" that will lead us to a better future; to be achieved, they require an interdisciplinary approach that can only be achieved through collaboration between different sectors. Unfortunately, even today, people attribute different meanings to the word sustainability. Gastronomy could play a decisive role in achieving the 17 Goals if policymakers and institutions showed greater interest (and commitment) in adopting alternative agri-food production methods to the current ones, avoided depopulation of agricultural areas, and intensified integrated rural development programs – namely, diversifying activities through, for example, tourism. Sustainability, in fact, concerns not only the results but also the processes.

Food is a central element in the production and re-production of cultural and social life. It conveys shared values, traditions, ... throughout daily life and special occasions. Consequently, culture and related practices are reflected (also) in eating and socialisation habits through meals. Food helps build identity, promotes cooperation within the local community, and generates organisational structures suitable for the needs of those living in the area. People have a close connection to the territory and cultural heritage. The landscape is a mirror of their lifestyle, and gastronomy is the link between place and people. What and how we eat arise from necessity, availability, and intuition; it is codified not in books but in individual memory or common wisdom. Culinary cultures are therefore social practices that have developed and evolved over time in specific places.

Over the decades, unfortunately, we have witnessed a continuous phenomenon of rural abandonment, with many people deciding to leave these areas to move to cities. Agriculture as a means of livelihood has become "less accepted" over time because people have increasingly preferred work that guarantees



them a salary through which to improve their well-being. With modernity, economic growth, and wealth accumulation became the new shared social aspirations, and traditional values were questioned or even forgotten. Individuality replaced old forms of collaboration, and new methods of production and consumption emerged. But even the urban paradigm has entered a crisis; life in cities has become increasingly "challenging," generating a desire for change in people.

Here, gastronomy can – because it has the potential – play a leading role in the transition to greater sustainability. Although cities have become popular "destinations" for those living in rural areas, a good portion of urban dwellers has rural origins and feels a certain nostalgia. Furthermore, more and more citizens look to rural areas to meet needs that the city can no longer fulfil. Think, for example, of the rural family, which symbolically represents simplicity, purity, and health. It appears increasingly necessary to connect the cultures of urban and rural areas, bridging this gap. This brings me to the next question: What direction is gastronomy tourism taking?

The link between culture and food is strengthening, and tourists see gastronomy as a way to get closer to and understand the identity of a place. Maintaining traditional cuisine with products and ingredients from local producers becomes an asset for a tourist destination. We cannot separate culinary tradition from the use of local products. Travellers today consider all of this as something special, something they themselves have lost and, therefore, is worthy of protection. Gastronomy ideally connects the tourist to the place, providing them with incentives to visit.

For this reason, tourism can be used as an attraction factor to encourage people to participate in gastronomic events, follow routes and itineraries, and visit restaurants to taste local specialties. The effect is twofold: tourism facilitates the understanding of gastronomic culture, and food enhances the travellers' experience. Furthermore, supporting and communicating these traditional practices allows the region to strengthen its distinctiveness as a cultural (and gastronomic) destination. However, understanding the behaviour of tourists is




necessary.

We need to consider that traditional cuisine is an integral part of the local community's cultural heritage, but it is not for the tourist. For this reason, we can (and should) introduce it in a variety of ways: not just through eating but also by hearing the stories, anecdotes, and traditions while experiencing the region.

The traditional and nostalgic relationship that people have with food and local cuisine is the result of practices and knowledge deeply rooted in history that have sustained its uniqueness. Traditional gastronomy is deeply embedded in values and lifestyles, and home cooking remains a source of pride, sympathy, and solidarity. This nostalgia can be used to attract domestic tourists who share the same cultural heritage. Now, let's imagine what could happen once our memories fade. Protecting this culture means supporting culinary practices and traditional production systems from the negative effects of globalisation. It means safeguarding small producers from large food companies. But how can we make gastronomy sustainable?

I believe it's important to recognize that sustainable development of gastronomic heritage doesn't just mean preserving the past but also creating the future. Cultural changes inevitably lead to new habits and lifestyles, even in food. The main challenge is to decide whether to promote tourism focused on preserving traditional practices or innovating them to enrich the tourist offer and make them appreciated by visitors. Greg Richards suggests that some level of risk is inherent in both of these strategies. Adapting local gastronomy to global tastes can lead to distancing food from its roots, turning it into a tourist attraction. On the other hand, trying to remain faithful to tradition is also risky because it may not be appreciated by visitors. Today, in a context of rapid and significant changes in eating habits, destinations must increasingly take risks to offer attractive proposals.

It is equally important to understand that supporting has a different meaning than preserving. If we consider gastronomy as a cultural practice, we must accept that it - just like culture in a broader sense - changes and evolves over.



time. Our tastes are different from those of previous generations, our knowledge, as well as the ingredients and products themselves, are subject to change. Generational equality is one of the key principles of sustainable development; therefore, we must understand that our children will not eat the same foods as us or those of our parents and grandparents. What we are called to ensure is that the culinary culture that has "produced" a specific gastronomic landscape is sustainable over time. Inevitably, the perception of what we now consider local will change. The gastronomic heritage has evolved over the years and will continue to do so in the future. We should not fixate on its preservation and "crystallisation" in the past but promote a process of creative adaptation and innovation. The key to sustainable gastronomy is access to quality ingredients through short supply chains and support for local producers.



HOW TO CONNECT RURAL AND URBAN AREAS?

Developing a Strategic Plan for Gastronomy Tourism Development

To fully exploit the potential of gastronomy tourism in connecting rural and urban areas, it is essential for destinations to develop specific strategies. There are numerous examples today, both abroad and in Italy, that demonstrate how this goal can be achieved. All specific actions (such as gastronomic hubs) and systemic approaches (including itineraries) start with an understanding of the resources, practices, and knowledge related to gastronomy and tourism to build a coherent development strategy that can yield lasting results. A crucial aspect is collaboration between public and private operators, which is essential to support this process.

Improving Accessibility to Rural Areas

A fundamental element that allows tourists to visit rural areas and access the variety of experiences available is having adequate transportation networks. These areas already face infrastructural deficits in terms of vehicular and pedestrian mobility. If we add the absence or limited availability of mobility options, the influx of tourists (especially foreigners) to these destinations will remain limited, and overall satisfaction levels of those who visit will tend to be low. A good solution to this problem comes from Napa Valley. The destination offers numerous options for reaching it and moving around, from public transport to private and rental vehicles. One of the simplest ways is the option to use the Uber service, which is widely available and used by those heading to wineries. This, like all public services, chauffeur-driven cars (NCC), and taxis, has the advantage of not having to drive, which is not allowed when consuming alcoholic beverages.



1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

Turning to our country, it is desirable and appropriate to act primarily on public and private connectivity systems, increasing the availability of the latter, such as taxis and Uber, services that are not always accessible to everyone and come at a cost. This is simply a first step toward creating intermodal and integrated systems, such as public/call transport, bicycles/e-bikes, and so on, which, however, also require suitable infrastructure (not achievable in the short term).

Building and Communicating Offer Based on the Target Audience

We have seen how the current macroeconomic situation is changing the geography of tourist flows, not only in Italy but also in other European countries like Spain and the United Kingdom. Rising prices for all components of travel (transport, accommodation, dining, etc.) have led to fewer travels during peak seasons and/or avoiding well-known (and more expensive) destinations. Day trips and vacations exploring the hinterland, smaller villages, and rural areas are becoming popular again.

New target audiences are emerging in the market, requiring specific products, services, and experiences. It is essential for rural destinations to try to meet their needs and make the offer accessible. There are essentially two levers to activate:

- Encourage the development of gastronomic-themed offerings characterized by innovative and internationally recognized usage standards that go beyond the minimum requirements defined by existing regulations, possibly through national and international grants.
- Promote and market the offer, on one hand, through the creation of thematic portals and/or dedicated sections within the destination's official tourism websites, and on the other hand, by facilitating the connection between specific offerings and traditional and online intermediaries – particularly with operators who assist tourists in making more sustainable choices.



Creating Tourist Itineraries

Another proposal to connect urban and rural areas – complementary to the previous ones – is the creation of national and regional tourist itineraries that, starting from major attractions, lead to the discovery of smaller centers and their gastronomic heritage. These are not simple routes marked on a map but actual aggregative tourism products with their own recognizability and visibility. An example of this could be itineraries that combine wine with history, design, and the arts. In all regions of Italy, you can find wineries located in historic homes and castles, as well as in contemporary buildings designed by renowned architects, companies with artistic installations (open to the public) or with music, literary, theatrical events, and more. This combination has great potential if properly structured as an itinerary because it can attract a broad and diverse audience, not just wine enthusiasts, leading them to discover the Italian hinterland.

Promoting the Creation of Gastronomic Hubs

One possible solution is the establishment of gastronomic hubs. These are widely spread abroad and serve as "gateways" to local gastronomy, encompassing various functions within them:

- *Tourist information points*, where visitors can find information about local attractions and gastronomic experiences, easily book them, and plan their travels.
- *Agri-food markets*, where you can purchase local products and specialties thanks to the presence of local businesses, with the opportunity to participate in various experiences such as tours, guided tastings, cooking shows, and more.
- *Dining establishments*, where you can discover and taste traditional dishes prepared with local products and accompanied by local wines and beers.



1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

- *Training*, with dedicated spaces for organizing workshops, conferences, and public conventions to educate the public on current topics such as healthy eating, waste reduction, and more.
- *Museum*, to learn about gastronomy, history, values, the territory, and its uniqueness through experiential and multimedia paths, offering both learning and entertainment.

Hubs should cater to a tourist demand increasingly eager to discover and fully experience the gastronomy of a region but often encounters practical difficulties in doing so. Data shows a strong interest among Italians in these places, with 63% stating they want to find them in the destinations they visit (a 3% increase from 2021).

Regarding the services they should offer, there is substantial consistency with the functions mentioned earlier. Primarily, tastings (of specialties and local dishes, indicated by 69%) in conjunction with markets where products from the territory can be purchased directly from producers (65%). Also, the possibility of finding information and booking gastronomic experiences, emphasizing the hub's role as a tourist information point. There is also a strong preference for multimedia tours that, like in a museum, lead to the discovery of the territory and gastronomic culture, various types of events, cooking classes, and workshops (especially among those under 24).



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.1 GASTRONOMY TOURISM TO CONNECT URBAN AND RURAL AREAS

CHART 2. Desired services in gastronomic hubs. Gastronomy tourists and All Italian travellers. Year 2023.

Note: Question based on a Likert scale with values from 1 (Completely Disagree) to 5 (Completely Agree). The table shows values only for response options 4 (Very) and 5 (Completely Agree).

	Gastronomy tourists	ALL Italian travellers
I would like there to be dining spaces available to discover and taste local specialties.	72%	69%
I would enjoy the opportunity to participate in guided tastings.	70%	64%
I would like to find detailed information about the gastronomic experiences that can be had on-site.	70%	65%
I would like to be able to book gastronomic experiences that can be had on-site.	70%	65%
I would appreciate it if the hub also served as an agri-food market where I could purchase local products and meet the producers.	70%	65%
I would like the option to take a guided tour from the hub to explore local businesses.	67%	60%
I would appreciate it if the hub organized various types of events (cultural, ...).	64%	58%
I would like to see multimedia paths that allow me to discover the territory and its productions.	62%	55%
I would like to have the option to book transportation from the hub to the producers.	62%	55%
I would like to have the option to rent bicycles and/or e-bikes to visit the producers.	62%	55%



Photo credits: bordeaux.fr

LA CITÉ DU VIN BORDEAUX, FRANCE

The Cité du Vin is a thematic museum entirely dedicated to wine culture. The museum was inaugurated on May 31, 2016, and is the result of a collaboration (unique in France) between public institutions and 80 private companies, mainly wine companies from the region.

This museum is characterized by its distinctive structure and a permanent exhibition. The structure was designed by the architectural firm X-TU with the intention of recreating the movement of wine when it swirls in a glass, or as Nicolas Desmazières of X-TU describes it, a "non-form." The permanent exhibition was created by the English agency Casson Mann and consists of a 3,000-square-meter space entirely dedicated to wine. The exhibition is divided into 19 modules that offer visitors the opportunity to experience interactive experiences that stimulate sight, hearing, touch, and smell, all without being required to follow a specific visit route, providing great autonomy to visitors and the freedom to choose during their visit.

The Cité du Vin is now a major attraction in the city and the surrounding region. In 2022, it welcomed 391,000 visitors, of which 40% were foreigners. Since its opening in 2016, over 2.3 million people have visited this museum.

 www.laciteduvin.com



Photo credits: tripadvisor.it

WOW – WORLD OF WINE

PORTO, PORTOGALLO

The gastronomic hub in the Portuguese city is the result of a significant urban regeneration project that includes 55,000 square meters of renovated cellars located along the banks of the Douro River. Opened in 2020, it aims to be a major attraction for visitors and a cultural centre for the Portuguese city.

The hub consists of 7 museums – The Chocolate Story, Planet Cork, Pink Palace, The Bridge Collection, Porto Region Across the Ages, The Wine Experience, Atkinson Museum –, 12 restaurants and bars, and a school (WOW Wine School) that regularly organizes courses and tastings for professionals, enthusiasts, and the curious. It also has spaces for various types of commercial activities, organizes and/or hosts events and permanent exhibitions.

It is now a major city attraction and aspires to have approximately 1 million visitors per year.

 <https://wow.pt>



CITÉ INTERNATIONALE DE LA GASTRONOMIE ET DU VIN DIJON, FRANCE

Opened in May 2022, this gastronomic and tourist attraction is the result of a significant urban redevelopment project and was created with the specific aim of showcasing the French gastronomic meal, recognized as intangible cultural heritage by UNESCO in 2010.

It is, in every respect, a multifunctional space where you can learn about, discover, and taste the French culinary tradition. The focal point is the exhibitions (3 permanent and 1 temporary) that narrate the history and evolution of national gastronomy and its peculiarities through interactive, multimedia, educational, and playful devices. Of particular interest is the "gastronomic village," always hosted within the citadel's spaces, featuring 9 commercial establishments, each dedicated to French specialties such as cheeses, where you can purchase and taste the products.

This gastronomic hub, which also houses several restaurants, a regional wine cellar, a hotel, and a themed bookstore, is not merely a tourist attraction. It is a place for education and innovation, housing a wine school and a culinary school with courses dedicated to enthusiasts, students, and professionals.

 www.citedelagastronomie-dijon.fr



Photo credits: Pitch Immo

CITÉ DE LA GASTRONOMIE PARIS-RUNGIS PARIS, FRANCE

The Cité De La Gastronomie Paris-Rungis is an important public project aimed at preserving, promoting, and transmitting French gastronomic culture. It is set to open in 2027 in the municipality of Rungis, just a few kilometers from the capital city. It will join the "cities" already active in Dijon, Lyon, and Tours, becoming a place for culture and education on food and nutrition topics, as well as a tourist attraction.

The current project includes five distinct major spaces: "Le Cœur de la Cité," an experiential thematic journey with an educational garden; "Le Campus," a training center where courses will be held for enthusiasts, students, and professionals; "Les Pavillons," venues dedicated to presenting regional restaurateurs and artisans specializing in various specialties (cheeses, cured meats, etc.); "Le Lab," which will host spaces for urban agriculture and agri-food companies; and "Le Hub," a center for conferences, congresses, exhibitions, and more, with dedicated hospitality services.

A distinctive feature of the project is its focus on sustainability. The buildings will be constructed to reduce energy consumption and minimize environmental impacts, and unused land will be restored to increase biodiversity.



THE CITY BECOMES A VINEYARD: URBAN VINEYARDS AS A DRIVER OF NEW GASTRONOMY TOURISM

LUCA BALBIANO

In the vast landscape of gastronomy tourism, an emerging trend is capturing the attention of travellers and enthusiasts worldwide: urban vineyards. This seemingly oxymoronic approach to viticulture, created by the permeation of the countryside into cities, is not actually a novelty. In fact, it has deep roots in history. Through the many historical sources at our disposal, we can clearly deduce that the practice of urban viticulture was an integral part of the customs of ancient metropolises, representing a vital resource for communities. In times when distances were more challenging to bridge, the discontinuity between city and countryside was less pronounced, and local food supply was crucial, urban vineyards were a poignant testament to human ingenuity and adaptation to urban reality.

Today, this connection between city and vineyard takes on a new significance, in line with a more sustainable and culturally aware gastronomy tourism. Urban vineyards emerge as a genuine driver of this trend, as they offer the opportunity to experience something unique, a kind of banner for the rediscovery of cities from a new and deeper perspective. Through the cultivation of vines and the production of wine within urban areas, an unbreakable bond is forged between the region and the visitor, who can immerse themselves in the local oenological



and gastronomic culture in an authentic and tangible way.

This new form of tourism, centred around urban vineyards, goes well beyond the enduring tenets of wine and food hospitality or mere vineyard tastings. It explores urban landscapes enriched by rows of vines, promotes the adoption of sustainable agricultural practices, and celebrates the cultural traditions intertwined with wine production. In this way, the traveller becomes not just a spectator, but an integral part of a process aimed at preserving and enhancing the gastronomic heritage of cities.

In this fascinating evolution, I am proud to emphasize the prominent role of the Urban Vineyards Association, founded only in 2019 and already an authoritative reference in the field. Its commitment to promoting urban viticulture and creating a synergistic connection between vintners, local communities, and wine enthusiasts has given rise to a robust and tangible narrative. The Association serves as a beacon, guiding the development of this new form of gastronomy tourism, both institutionally and operationally.

In this context, it is important to highlight how urban viticulture plays a significant educational and pedagogical role, especially for younger generations. Urban vineyards are not just spaces for wine production but open-air laboratories where young people can discover the cycle of seasons, learn the basics of agricultural techniques, and cultivate a deep respect for the land and the wine production process, all just steps away from their homes,



without having to leave their cities.

This engaging and educational experience can be a valuable tool for introducing younger generations to the importance of environmental sustainability and responsible agriculture. Similarly, urban viticulture offers a fresh element in family tourism, providing a unique opportunity to engage all generations in a shared experience and allowing parents to pass on to their children the culture of the land, wine, and the associated work ethic. Through educational activities such as grape harvesting or participation in the preliminary phases, families can spend moments of learning and fun together, contributing to the creation of precious and lasting memories.

This educational dimension and innovative family involvement make urban viticulture a valuable addition to the tourism offering. Urban vineyards thus become a place where generations come together, learn, and have fun together, contributing to the creation of a richer and more culturally and gastronomically aware social fabric.

In conclusion, urban vineyards represent an extraordinary opportunity for sustainable development and cultural enhancement of cities. Thanks to the efforts of institutions, the vision of urban winemakers, and the work of the Urban Vineyards Association, this trend is emerging as a solid and promising reality, capable of shaping the future of more conscious and engaging tourism.



WINE DRINKERS IN ANTIQUITY – HISTORY AND STORIES OF WINE IN ROME

EMANUELA PANKE

"Wine drinkers in Antiquity - History and Stories of Wine in Rome" is an itinerary born from the collaboration of three women active in the world of wine and tourism: Emanuela Panke (Iter Vitis), Giovanna Trisorio (Cincinnati Vini), and Simona Bracci (Art&WineTours).

The basic idea is twofold: to reveal the beauty of Rome in a sustainable way, touching many places in its precious historic center, exploring some of the lesser-known areas. At the same time, it aims to lead participants in discovering the ancient history of wine in Rome by following its hidden traces in the vibrant heart of the earliest settlements, trying to reconstruct the multiple aspects of this complex product/nectar: from religious and cultural aspects to artistic and spatial ones. After all, wine and its trade have marked the space of Rome since the Roman period, leaving visible traces to this day, just as they have for cultural and social aspects.

Wine is, therefore, the leitmotif that guides the visitor in discovering the city's history. The history of wine on this walk is revealed chronologically, to follow the complex stratigraphy of Rome's history. It is surprising to discover how aspects of daily life, influenced by wine in ancient times, enjoyed greater complexity



Photo credits: andreaodona.wineconsultant.com

than today.

The ultimate goal of this initiative is to give due prominence to a product that has characterized human nutrition and culture almost since its inception, constituting today a source of pride for Italian agricultural production. To rediscover the value of the term "tradition" when referring to wine in Italian culture.

This sustainable cultural tourism project, which will soon have a further version focused on more recent periods, is ideologically descended from an existing project: the "Vigneto sul Palatino" project - realized by Cincinnato Vini - is part of the P@arco Green project of the Colosseum Archaeological Park, a promotion of ancient agricultural productions of Roman culture, from oil to honey to wine, specifically. It consists of some rows of Bellone grapes, a grape variety mentioned as "Uva Pantastica" by Pliny the Elder, which contributed to obtaining the prestigious recognition of "Best wine tourism practice linked to archaeobotany" at the "Iter Vitis Awards 2022".



Photo credits: Pepe in Grani

HOW CAIAZZO BECAME A TOURIST DESTINATION

FRANCESCA PEPE E MARGHERITA RIZZUTO

Caiazzo is a small town in the Caserta hinterland, now renowned as a gourmet destination for Italians and foreigners alike, thanks to the Pizzeria "Pepe in Grani" owned by Franco Pepe – an award-winning pizzaiolo and one of the most well-known and appreciated in the world. He has also distinguished himself for his strong social commitment with numerous international initiatives (such as the "Pizzas For Good" project to promote the concept of suspended pizza worldwide) and national initiatives (the "adoption" of the social center for disabled individuals in Cologno Monzese, charity dinners, etc.).

This area didn't start as a tourist destination despite its proximity to the city of Caserta and its architectural beauties, including the magnificent Royal Palace of the Bourbons, as well as locations like San Leucio or Teano. In 2012, Franco Pepe decided to open "Pepe in Grani" in Caiazzo: not just a simple pizzeria but a project that involves local companies and producers to create a new perspective on work centered around the quality and authenticity of products.

This philosophy has contributed to the success of "Pepe in Grani," which now boasts a global clientele. Italians (who represent the majority) are joined by Americans, Canadians, Israelis, British,



Photo credits: Pepe in Grani

Germans, French, Spaniards, and more – a mix of nationalities from around the world who specifically choose to visit Caiazzo to have the opportunity to taste the creations of pizzaiolo Franco Pepe.

This popularity has contributed to the revival of the municipality, particularly its historic center (where "Pepe in Grani" is located), literally drawing tourists away from more well-known locations and creating new opportunities for the local microeconomy. Franco Pepe's dedication to work and his continuous research through experimentation, which has always characterized him, has helped to spread the image of a community, that of Caiazzo, capable of reinventing itself and bringing the knowledge and goodness of the past to the tables. Numbers "certify" the tourism growth of the municipality of Caiazzo. According to the data from the Campania Regional Tourism Agency, in 2018, the number of tourist arrivals and stays in the 9 local accommodations amounted to 227 and 512, respectively. Despite the pandemic, the growth in the last four years has been remarkable: tourists have nearly doubled (+93% in arrivals), especially foreign visitors (+147% in arrivals and +63% in stays). The number of accommodations has increased by 8 units, not including those that have opened since 2012 (the year "Pepe in Grani" was born).

The example of Caiazzo is emblematic of how culinary art and creativity can be a driver of business success and, above all, an engine for the development of smaller territories close to renowned tourist destinations (and potential customer bases). "Pepe in Grani" has been able to connect urban and rural areas



Photo credits: Pepe in Grani

through gastronomy, strongly stimulating tourism – as evidenced by the numbers presented above – and creating a reason to visit the municipality of Caiazzo. The strong involvement of local producers has provided them with new opportunities to showcase the quality of local excellences to the world, given the global nature of the customer base. The benefits have extended to the entire municipal territory, which has "blossomed" thanks to Franco Pepe and "Pepe in Grani," stimulating tourism entrepreneurship and associated supply chains.

Telling customers the stories of the producers and the products used in the pizza toppings has been an activity promoted by "Pepe in Grani" from the beginning, and in the last year, this significant promotion and valorisation work has been further intensified thanks to the "Pizza Hub" project, a journey to discover the territory inspired by Franco Pepe's pizza (www.pizzahub.viatoribus.com), a useful digital guide that helps enthusiasts and tourists explore the territory starting from the pizza's ingredients. This idea was born from Franco Pepe and realized by the Viatoribus editorial group, which developed the entire project.

This project is a true HUB that not only involves the creation of the digital guide but also includes extensive networking with approximately 35 companies that have chosen to participate. This includes training sessions for these companies, the creation of an Ethical Manifesto supported by Margherita Rizzuto, an expert in local development and rural tourism, and the coordination of Love Matese, which acts as a facilitator among all the entities participating in the project and as a link between the guide's



Photo credits: Pepe in Grani

content and on-site activities through tours and experiences in the field.

For the first time, a tourist guide starts from a pizza and allows you to discover producers of cured meats, cheeses, olive oil, tomatoes, eggs, mozzarella, wine, beer, agricultural products, and other places to eat and stay. It also provides opportunities to experience agricultural and rural activities in the area, offering integrated and enriched food and wine tourism routes to further strengthen the destination area for tourists.

 www.pepeingrani.it



WINE TOURISM, THE TUSCANY CASE

VIOLANTE GARDINI CINELLI COLOMBINI

Wine tourism and Tuscany continue to be an enduring combination. In the region that gave birth to agritourism, initiated the Wine Tourism Movement, and had the insight to link good wine and food to a slower way of life with "Cantine Aperte" (Open Cellars), food and wine are strong attractions. Tourists choose this region not only for its art cities, museums, and charming small villages but also, now as an indispensable factor, for its food and wine.

From a sustainability perspective, the wineries of the Wine Tourism Movement Tuscany, on the occasion of the thirtieth anniversary of "Cantine Aperte," have also considered the mobility of wine lovers. Wine tourists mainly use their own means of transportation, such as cars, motorcycles, Vespas, and increasingly, bicycles. Why not also consider public transportation, allowing visitors to savor the Tuscan territory slowly, in a sustainable, advantageous, and safe manner? This is how the "P(Wine) Tasting at the Winery" project was born, in collaboration with Autolinee Toscane, with the aim of encouraging the use of buses as a means of transport to reach the wineries affiliated with the Wine Tourism Movement in Tuscany. It suggests routes, schedules, and accessible paths for wine tourists seeking tastings and experiences related to



everything revolving around "Made in Tuscany" wine. initiative already involves over 50 Tuscan wineries that can add an additional solution to the "how to reach us" section, where the option of "bus" was previously not considered, even in the presence of public transportation stops just a few meters from the winery entrance. For this occasion, Autolinee Toscane will launch a new thematic playlist on the "at" Spotify channel called "at winery," featuring songs suggested by the wineries themselves and inspired by the world of wine.

In short, Tuscany sets an example. Among the factors justifying the exponential growth of this form of tourism is the so-called "emotional" offering in which the region excels. From boutique wineries to grand cru, from trekking in vineyards to horseback rides, these and much more contribute to its success.

It's also a social success, as Tuscan wine is the most "Instagrammed" in Italy. This is confirmed by a comparative study conducted by the World Travel Food Association, which compared data from some of the most important industry surveys (from Booking to Eurisko, etc.). Tuscan wines and typical products are among the most followed, mentioned, and posted on social networks, far surpassing those from Puglia and Trentino Alto Adige. This positive data further confirms that wine tourism is a true driver for Italian and international tourism in Tuscany.



1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

In the last decade, gastronomy has gained increasing importance in tourism. From being a mere accessory - albeit essential - to the travel experience, it has become a highly sought-after and appreciated element over the years. Today, there is a strong desire to explore this heritage in depth and in all its facets (Table 1). Data indicates that as many as 76% of Italian tourists want to learn about the food culture of the destination they visit, and 75% are interested in delving into the culture of the place where they live. There is a cause-and-effect relationship between these two desires: culinary tourism, in fact, originates from a passion within the home and is nourished through learning while traveling. It is equally important to emphasize that there are multiple ways to connect with and deepen one's culinary knowledge: tourism experiences, local people, menus - which are no longer just a list of dishes but a tool for learning and connection - guides, and new technologies.

Shifting our focus to Italy, gastronomy is among the main drivers that support the country's image worldwide, along with fashion and tourism. This positive reputation has made it one of the preferred destinations for culinary-themed travel, as highlighted by recent research. Italy is a favourite destination not only for nearby European markets, such as German-speaking countries but also for overseas markets.

To ensure that this unique heritage - consisting not only of products but also of recipes, traditions, landscapes, and people - continues to represent Italian excellence worldwide and remains a stimulus for travel to Italy, its preservation is essential. Important roles in this process have been (and continue to be) played by supranational entities such as the European Union through legal protection labels for agri-food and wine denominations, and UNESCO, which has included both material and intangible assets related to gastronomy in the World Heritage list. Associations like Slow Food have also been instrumental over the years, promoting numerous initiatives and projects to safeguard this important asset for Italy. However, it is strongly recommended to strengthen these efforts to fully harness the potential of the tourism and gastronomy combination, create long-term value for the territory, businesses, local communities, and tourists, and prevent the loss of this heritage. But how can this be achieved?



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

CHART 1. Desire and methods of knowledge about gastronomic culture at home and on vacation. Gastronomy tourists and all Italian travellers. Year 2023.

Note: Question based on a Likert scale with values from 1 (Totally disagree) to 5 (Totally agree). The table presents values only for response options 4 (Very) and 5 (Totally agree).

	Gastronomy tourists	ALL Italian travellers
On vacation, I would like to know more about the local gastronomic culture	82%	76%
I would like to learn more about the local gastronomic culture in the place where I live	81%	75%
(At home and on vacation) I wish there were more experiences available that allow me to learn more about the local gastronomic culture	78%	72%
(At home and on vacation) I would like to learn more about the local gastronomic culture by interacting with local people	78%	72%
(At home and on vacation) I would like to learn more about the local gastronomic culture through the menus of the restaurants I visit	76%	72%
(At home and on vacation) I would like to learn more about the local gastronomic culture through dedicated printed guides	69%	60%
(At home and on vacation) I would like to learn more about the local gastronomic culture through explanations from specialized guides	69%	59%
(At home and on vacation) I would like to learn more about the local gastronomic culture through the use of technology (e.g., apps)	66%	59%



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

First and foremost, by educating the new generations about healthy eating and Italian cuisine, its products, and traditions. Through the data, we will demonstrate the importance of this need, with a specific focus on a currently relevant issue: the decline in cooking habits. Gastronomy tourism can promote the recovery and preservation of our heritage; we will show how, in the tourist experience, educational value can be given through the presentation of national and international best practices.

Educating the New Generations

Nutritional education is now a public health requirement and a cultural necessity. In Italy, improper nutrition is the second leading behavioural risk factor for death after smoking, causing 144.9 deaths per 100,000 inhabitants and accounting for 23.1% of total deaths in the country. The World Health Organisation recommends a healthy and balanced diet to counter the risk of potentially lethal diseases; this recommendation should theoretically be more easily applicable in Italy as it follows the principles of the Mediterranean Diet – characterized by its variety and balance, high consumption of fruits and vegetables, a limited glycemic index, a high fibre content, and a low percentage of carbohydrates. However, as recent research conducted by The European House – Ambrosetti reveals, only 17.3% of Italian citizens are aware of the actual consumption of fruits and vegetables recommended by the diet, and only 5% follow this good practice. This lack of attention to nutrition is accompanied by a constant decrease in culinary practice, both because a significant portion of people eat lunch away from home today and due to the lack of transmission of gastronomic knowledge between generations. The pandemic (and lockdowns) represented a unique moment. A study by the University of Gastronomic Sciences in Pollenzo highlighted a renewed interest among Italians in cooking, with an increase in those who spent more than an hour preparing meals. In fact, more than the absolute majority (54.8%) spent 1 to 2 hours, 23.4% spent 2 to 3 hours, and 5.2% even spent more than three hours.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

With the subsequent reopening and return to "normality," the number of Italians eating out at least one meal has increased, and the time spent in the kitchen has decreased, averaging about an hour for breakfast, lunch, and dinner.

To counteract these behaviours, which can lead to serious long-term public health problems and the loss of Italian culinary heritage, it is highly recommended to educate the new generations. Many European and non-European countries have initiated specific teaching programs. For example, in Finland, special modules are included for primary and secondary school students. Even in Japan – a country that had approved guidelines for healthy eating back in 1980 – the teaching of food education (Shokuiku) is mandatory by law.

In Italy, a legislative proposal has recently been presented to the Chamber of Deputies aimed at introducing this education into the school curriculum of the first and second cycles of education. The desire to protect Italian gastronomic heritage while combating harmful eating behaviours for individual and public health has led to a comprehensive proposal to introduce mandatory courses aimed at increasing knowledge and skills related to sustainable agriculture, food production, food sovereignty, responsible consumption of healthy products, fair food distribution, and conscious consumption. Special attention is given in this process to teacher training and the relationship with families, recognizing that certain behaviours originate in daily life.

To ensure that the desired result has an impact not only on health but also on heritage, it is desirable to promote an increase in culinary knowledge and skills, not only in theory but also in practice through mandatory supplementary activities such as cooking courses, visits to local small producers, and artisans of taste. In support of this, the Italian Gastronomy Tourism Report indicates that 76% of Italians consider it important for students to visit local producers and/or food artisans during their educational journey, 74% believe they should acquire knowledge about Italian gastronomic culture, 69% think they should learn to tend a garden, and 57% to cook. However, this need tends to decrease in importance among younger generations, underscoring the need to introduce the topic of food education in schools.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

CHART 2. Importance of food education teaching (and related methods) in the school curriculum. All Italian travellers and younger generations. Year 2023.

Note: Question based on a Likert scale with values ranging from 1 (Totally disagree) to 5 (Totally agree). The table shows values only for response options 4 (Very) and 5 (Totally agree).

	ALL Italian travellers	Age 18–24	Age 25–34
I believe it is important for students to be able to visit local producers and/or food artisans during their school curriculum	76%	64%	74%
I believe it is important for students to acquire knowledge about Italian food and wine culture during their school curriculum	74%	62%	69%
I believe it is important for students to learn how to cultivate a garden during their school curriculum	69%	58%	64%
I believe it is important for students to learn how to cook during their school curriculum	67%	54%	58%

IN ITALY PEOPLE ARE COOKING LESS AND LESS...

PAOLO CORVO



Roberto Garibaldi
WINE • FOOD • TOURISM

Italy is rightly considered a country with a significant gastronomic tradition; however, in recent decades, the practice of cooking has declined. This decline can be attributed to several factors, including the fact that many people now eat lunch outside of their homes and the loss of culinary knowledge passed down through generations. As a result, traditional recipes, local traditions, and the use of specific ingredients are being lost, representing an invaluable cultural heritage.

Even at dinner, there is often little time to cook, leading to the popularity of options like happy hour, pre-cooked meals, frozen foods, canned goods, and takeout pizza. Many people now use catering services for private events, while those with means may hire Michelin-starred chefs for special occasions. Perhaps weekends remain an opportunity for individuals to showcase their culinary skills to family and friends.

There is another essential social aspect to consider: today, cooking is primarily seen as a pleasure and an alternative use of one's leisure time for both men and women. Preparing lunch or dinner is no longer viewed as an obligation or a chore. If one lacks the motivation or the desire to do it pleasantly, they often opt for ready-made dishes or dining out.

The decline in cooking at home has led to the success of cooking schools. Evening courses dedicated to culinary arts or specific foods are now widespread, covering various age groups, educational backgrounds, and professions. Participants seek new ways to express themselves and find fulfilment through cooking and food, reconnecting with the land, materiality, and ingredients. Professional culinary programs, training future chefs, pastry chefs, and bakers, have also experienced significant popularity.

Another effect of the increase in dining out is the growth of dining establishments, especially in the city centres of large and medium-sized cities. Alongside traditional restaurants, fast-food establishments and shops selling gourmet products for office consumption or on-the-go during lunch breaks have flourished (as evident in central areas of cities like London and New York, a

practice that might be seen as surprising in Mediterranean countries).

For a long time now, bars have been offering sandwiches and pizzas, expanding the range of dining options to cater to various types of customers: the commuting worker or university student with only half an hour for lunch, tourists wanting to taste local products with no time constraints, business conference attendees typically having good economic availability, and food enthusiasts who prioritize unique experiences and sophistication. In the main streets of metropolises, there are numerous possibilities to meet different needs, with traditional, local, regional, international, ethnic, vegetarian, vegan, and organic food options sometimes presenting an overwhelming choice.

Naturally, a crucial aspect to consider is the quality of the services offered, which must consistently meet customer expectations. The competence and professionalism of the staff are fundamental in any dining establishment. Customers today are more informed and can express their evaluations through social networks. They seek a unique experience of well-being and taste. The quality of the food is crucial, but an appropriate organisation and a stimulating environment are also necessary. Some establishments are dedicating specific spaces for relaxation and conversation before and after meals.

As we can see, there are many attractions that encourage people to dine out. It will be interesting to see if, in the future, there will be a return to culinary practices, with a reappropriation of time, squeezed between work commitments and other daily responsibilities.

Indeed, during the COVID-19 pandemic, there was a resurgence of home cooking, as restaurants and bars were closed, and people were confined to their homes. However, this trend diminished after the end of pandemic restrictions, which saw a recovery in dining out. Even those who work from home a few days a week through telecommuting often prefer the convenience of food delivery, ordering lunch online.

We hope that the practice of cooking remains widespread to consolidate our

culinary knowledge, even innovating it with the contribution of other traditions. An important role can be played by families and primary school cafeterias, where young students can be informed about cooking methods and the composition of dishes through effective storytelling.






Photo credits: [google.com/url?sa](https://en.salmoneye.no/)

SALMON-EYE: FLOATING CULTURAL CENTER AND SUSTAINABLE AQUACULTURE IN NORWAY

HARDANGERFJORDEN, NORWAY

In the Norwegian landscape, the floating cultural center Salmon-Eye represents sustainable architecture and a commitment to responsible aquaculture. Created by Kvorning Design & Communication and Kvadrat Acoustic, it combines innovative design with eco-friendly materials, reflecting the importance of the environment. Besides being a cultural space, Salmon-Eye promotes awareness of the sustainability of aquaculture and architecture, engaging the community through events and interactive experiences. This structure embodies the harmony between creativity and the environment, inspiring a green future and reflecting the connection between humans and the ecosystem.

 <https://en.salmoneye.no/>



Environmental sustainability



Social sustainability

CROP CIRCLES LABIRINTO: AN ADVENTURE AMIDST CORN AND STARS FOR UNFORGETTABLE EVENTS

MEDICINA, BOLOGNA

The agricultural cooperative LA.C.ME has created a corn maze where the objective is to try to exit as quickly as possible. They also offer activities such as treasure hunts, starry picnics, and rustic aperitifs. The cooperative has opened educational farms, an event venue, a biomass plant, in addition to the maze. In the surroundings, you can find "La croce nord," a large radio telescope, and interesting places to visit such as Medicina and Bologna.

 <https://cropcircleslabirinto.it>



Environmental sustainability



Social sustainability



Photo credits: [google.com/url?sa](https://cropcircleslabirinto.it)



Photo credits: google.com/url?sa

AGRITURISMO FERDY WILD: HOSPITALITY AND SUSTAINABILITY COMBINE IN AN HEROIC PROJECT

LENNA, BERGAMO

Agriturismo Ferdy Wild is an exemplary model of sustainable and educational hospitality. The "Eroico" project goes beyond agriculture, addressing ecological challenges with dedication. The terraced cultivations demonstrate that sustainability can "triumph" even on challenging terrain. "Eroico" stands out for its educational aspect, involving visitors in agricultural activities and promoting a connection with nature. School programs aim to cultivate environmental awareness in the new generations. Ferdy Wild demonstrates that passion and education lead to a sustainable future.



<https://agriturismoferdy.com/it>



Environmental sustainability



Social sustainability

CA' RUGATE: THE EDUCATIONAL WINERY

MONTECCHIA DI CROSARA, VERONA

Ca' Rugate Winery in Verona is a recognized Educational Agricultural Company known for its educational path focused on biodiversity and sustainability. The owner, Michele Tessari, hosts students to share the art of winemaking with them. Activities include visits to the Wine Museum, sensory experiences, and the observation of insects, both beneficial and harmful to viticulture. By involving families, they participate in initiatives like the "Open Winery Harvest." Recently, it has been registered as a "Social Enterprise," aiming to offer fun and educational experiences in contact with nature to build a better future.



www.carugate.it/



Environmental sustainability



Social sustainability



Photo credits: instagram.com/carugatevini



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

Requalifying/ Repurposing Agri-food Markets

Another possible response is to requalify and/or repurpose agri-food markets, turning them into outposts of the countryside within cities and stimulating the discovery of rural territories. As highlighted in the editions of the "Rapporto sul Turismo Enogastronomico Italiano" (Report on Italian Food and Wine Tourism), these places have gained increasing appeal among tourists because they offer the experience of local food and wine culture and the chance to connect with producers. There are two different approaches to enhancing these markets.

The first approach primarily targets tourists. Numerous examples in Europe (such as Markthal in Rotterdam, La Boqueria in Barcelona) and Italy (Mercato Centrale in Florence) have adopted innovative formats, organizing experiences like visits, entertainment, and education.

The second approach focuses on the local community and emphasizes the market's role as a social and economic aggregator while partly limiting tourist flows to preserve its function. For instance, at the Mercato Centrale in Valencia, guided tours are restricted and limited to small groups. In this case, markets become hubs for small producers, artisans of taste, and local retailers (from fruit vendors to delicatessen owners), who can be further supported through various actions.

It is desirable to intervene to valorise artisans and historic taste-related places, recognizing their role in preservation and protection and initiating support measures (training, tax benefits, etc.) to ensure their survival and encourage the creation of new businesses, particularly among young people and women. Additionally, it is important to sensitize and educate the younger generations to enhance the appeal of these professions, possibly through specific activities in higher education institutions.

Valorising Artisans, Restaurants, and Historic Taste Shops through Tourism

A second lever to preserve the food and wine heritage is the tourist promotion of artisans, restaurants, and historic



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

taste shops. Although they play different roles and operate in different ways, they all contribute to preserving Italian food and wine culture. Artisans, through their work, keep alive the traditions, customs, and knowledge that characterize local productions (the intangible dimension). The second ones, on the other hand, characterize the economic and social fabric of the country, both in urban centres and in rural areas, including artisanal commercial activities such as shops, grocery stores, restaurants, and cafes that have strong territorial roots (the tangible dimension).

Unfortunately, today we are witnessing a constant increase in the closure of these activities, leading to the loss of related practices. The reasons are multiple, including lower competitiveness leading to economic difficulties, and the inability to continue these businesses due to a lack of personnel, highlighting the need to find solutions to ensure the survival of historic taste-related places. Tourism can be one of the possible solutions, bringing central focus to this heritage and allowing it to continue its role as a guardian, protector, and narrator of traditions, customs, and knowledge.

Today, the attention of the traveling public is significant (Table 3). Dining in a historic restaurant or bar to savor their specialties while immersing oneself in their unique atmosphere, as well as discovering small artisanal taste shops in the visited destination, rank fourth and fifth, respectively, in the list of experiences most enjoyed by Italian tourists. 43% and 35% of travellers in Italy have visited these places during vacations taken in the last three years. This is an important statistic, especially considering the strong interest in future trips, which should encourage interventions that facilitate the opening of these small taste shops to tourism.

It is therefore desirable to intervene to valorise artisans, restaurants, and historic taste shops, recognizing their role primarily as guardians and protectors and secondarily initiating support and incentive measures (training, tax benefits, etc.) to ensure their survival and support the creation of new businesses, especially among young people and women. The future of our heritage is at risk.

Various methods can be implemented. For example, awards can provide visibility and recognition of professions

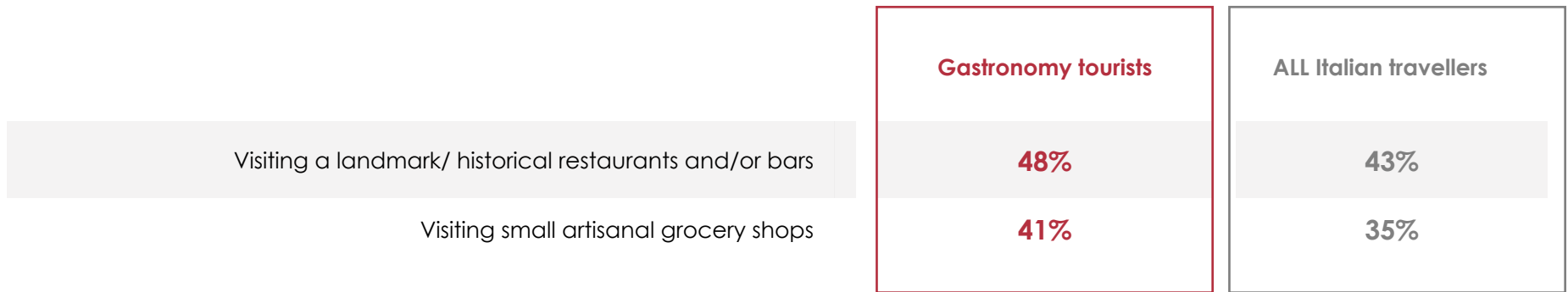


GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

CHART 3. Participation rates in visits to landmark/ historical restaurants and/or bars and small artisanal grocery shops on holiday in the past three years. Gastronomy tourists and all Italian travellers. Year 2023.

Note: Multiple choice question.



and places, such as those organized by ALMA, the International School of Italian Cuisine ("MAM – Maestro d'Arte e Mestiere"), and the Ministry of Agriculture, Food Sovereignty, and Forests. Collaborations between local artisans and accommodation facilities, highlighting the work of the former to strengthen the connection with the territory and create uniqueness. An interesting case is the Su Gologone Experience Hotel in Sardinia, a property that involves local professionals in cultural events, exhibitions, and other activities organized within the hotel premises and uses their creations in its furnishings.

The connection between tourism and craftsmanship can also take on a more "social" form. People in need can be helped and integrated into the world of artisanal work, preserving traditions that might otherwise be lost. Around this, a true tourist experience can be built, as shown by the Eurocoop Jungi Mundu cooperative operating in Camini, Calabria. Here, migrants, asylum seekers, and refugees have been integrated, giving them the



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.2 GASTRONOMY TOURISM AS A MEANS TO PRESERVE TANGIBLE AND INTANGIBLE HERITAGE

opportunity to work in the agricultural sector and organize food and wine-themed experiences for tourists.

Also interesting from a social perspective are the examples of Mannos, an initiative aimed at highlighting the young producers of Sardinia who daily create the most authentic food and wine gems of the island, and the Misonet Agricultural Company (in Trentino), which, through the establishment of a short dairy chain (also promoted through tourism), has contributed to creating new job opportunities and making related professions more attractive to young people.



Photo credits: media.z-suite.it/

SU GOLOGONE EXPERIENCE HOTEL

OLIENA, NUORO

In the heart of the enchanting Barbagia, a place of extraordinary beauty and culture, you'll find the Gologone Hotel. This is not just a place to stay but a true refuge that embodies the authenticity and hospitality of Sardinia. However, Gologone is much more than just a hotel; it represents a strong and meaningful partnership with local artisans.

The management of the establishment is actively committed to supporting and valorizing the region's craft traditions. By closely collaborating with local artisans, guests are offered a unique opportunity to immerse themselves in the art and culture of Barbagia. The hotel rooms are a true homage to local craftsmanship, with furnishings and decorations handcrafted by master artisans.

This collaboration not only preserves ancient craft techniques but also supports the local economy and communities. Hotel guests can discover and purchase authentic products directly from the hands of artisans. Furthermore, the hotel organizes cultural events and exhibitions that showcase local art, craftsmanship, and tradition.

Gologone acts as a bridge between the beauty of the



Photo credits: annascrigni.com

surrounding landscape and the artisanal artworks. This approach results in a unique experience for guests who can not only enjoy Sardinia but also immerse themselves in its cultural heritage. The hotel demonstrates how hospitality can become a means to preserve and promote local culture. In an increasingly standardized world, Gologone is an excellent example of how hospitality can be an opportunity to support and give voice to the locals. This synergy between tourism and craftsmanship helps keep traditions alive and creates an authentic connection between guests and the community. The hotel is therefore much more than just a place to stay: it is a cultural incubator and a model of sustainability in hospitality.

 www.sugologone.it



EUROCOOP JUNGI MUNDU COOPERATIVE

SERENA FRANCO & ROSARIO ANTONIO ZURZOLO

The connection between the Eurocoop Jungi Mundu Cooperative and food began with the first beneficiaries of the reception project on July 23, 2011: 11 young people aged between 18 and 30 arrived in Camini from Ivory Coast. In the autumn, involving them in the traditional olive harvest, the first extra virgin olive oil called "Camini D'Avorio" was produced. The initiative involved an initial agreement with landowners who, unable to harvest the olives themselves, were willing to exchange the harvest for a percentage of oil. After the harvest, coordinated by the cooperative's operators with the involvement of immigrants, the olives were processed and oil was produced. Bottling and sales marked the beginning of the journey of "Camini D'Avorio," which represented the union of two worlds that came together out of necessity but enriched themselves with their mutual differences.

This philosophy has been the common thread that has tied all the projects conceived and carried out in the following years in the field of gastronomy (and beyond). Understanding the value of culinary tradition as a cultural heritage that every beneficiary who arrives in our country brings with them has allowed us to imagine and realize it as one of the main vehicles for exchange, knowledge, and integration. Over the years, involving the



beneficiaries of the reception project, who now number around a hundred, there have been numerous initiatives for the production of local fruit and vegetables in the social garden. A portion of these products is now destined for the restaurant, where the traditional Calabrian menu is enriched by offering multi-ethnic dishes prepared by the immigrants themselves. The other portion is allocated to workshops for the production of jams, preserves, pickles, and pickled vegetables. The true added value of the food offering is the multi-ethnic nature of the staff, capable of fostering a connection between various cultures and the local area, bringing together food and beverages from diverse places in one location.

The attention to raw materials and the care in crafting traditional recipes are the aspects that anyone who arrives in Camini appreciates the most! This magic happens because here, even food, brings people together on a common plane of humanity, ensuring a unique sensory and life experience!



MANNOS – FROM THE LAND OF LONGEVITY

GIULIA EREMITA

Adopting a sheep to produce your own cheese, a wheat field to create exclusive flours, a beehive to receive unique honey, or a vineyard row to make your own wine – from now on, cultivating a piece of Sardinia year-round is possible with "Mannos - From the Land of Longevity." This is a new project that promotes local productions and small young artisanal producers while promoting a healthy and authentic lifestyle, following in the footsteps of ancestors and "grandi," as the Sardinian language suggests with the dual meaning of "mannos." All of this happens in the "land of longevity," on an island – Sardinia – where the highest concentration of centenarians is found.

The website, accessible at www.mannos.it (also available in English), is born from the dream nurtured by Maria Giovanna Carta, a business consultant originally from Olbia, with a degree in Economics and Commerce from the Catholic University of Milan. After working for over 15 years in Milan, Padua, and Turin, she decided to return to her beloved Sardinia. During the pandemic, she began developing the idea of Mannos to support small agricultural businesses in the area and highlight the gastronomic excellence of her land, involving consumers in the



product's lifecycle. The project was grounded after a careful market analysis, rigorous scouting to create the initial portfolio, and the development of the digital platform. This startup journey was also supported by GAL Gallura and Promocamera Sassari, which recognized the project as one of the most innovative and sustainable in Sardinia.

The main objective of Mannos is to "highlight young Sardinian producers who create the most authentic gastronomic gems of the island daily," explains Maria Giovanna Carta. "We also aim to promote a new model of economic and social sustainability that connects producers, consumers, travellers, and the territory."

In addition to offering the first 4 adoptions (adopt a beehive, a sheep, a vineyard row, or a wheat field), which allow you to support the artisan's activity throughout the year and receive special product supplies directly from the land with your name on them, Mannos also offers related experiences and immersive visits to agricultural companies. These experiences respect the production cycle and are seasonal (harvest, grape monitoring and vine pruning, milking and cheese production, beekeeping visits).

Among Mannos' future projects is to start welcoming the first "adopters," expand the selection of producers, adoptions, and experiences "with artisans on the island more in line with Mannos' philosophy," Carta concludes. With the recent launch of Mannos.it, the first adoptions have already begun, particularly the first beehives in the Berchidda countryside and the first sheep



in the Olbia countryside, each with a plaque bearing the supporter's name.

 www.mannos.it



Photo credits: [facebook.com/aziendaagricolamisonet](https://www.facebook.com/aziendaagricolamisonet)

MISONET FARM

FAVRIO, TRENTO

The Agricultural Company Misonet, established in 2017 on the initiative of Oscar Cherotti, represents a good example of developing a sustainable business model in the Alpine context. The livestock, including rendene cows, brown alpine, and other native breeds, are raised extensively, and special attention is given to the quality of their diet, which is primarily based on hay and forage from marginal meadows and mountain slopes. Cultivating these areas helps preserve the upper valley landscape and the ecosystems of the mid-mountain region.

The milk obtained is transformed into yogurt, ricotta, fresh and aged cheeses, desserts, and even ice cream, thanks to a collaboration with M'AMI Gelateria Contadina. What distinguishes the company the most is its fruitful collaboration with young local entrepreneurs. It is part of the DEGES network (Diffusione Enogastronomica Giudicarie Esteriori), which focuses on the production and transformation of agri-food products with the aim of providing mutual support, enhancing the territory, and making its activities more sustainable. The company is also active in offering entrepreneurial and employment opportunities for local



Photo credits: facebook.com/aziendaagricolamisonet

youth in the area.

The short supply chain not only reduces environmental impact and ensures higher product quality but also leads to collaborations with local farmers and small producers, creates economies of scale, and provides business and mutual promotion opportunities. It also restores value (and dignity) to professions that may be considered less attractive to those entering the workforce after their studies.

Tourism plays a significant role in this context, as it is a tool for creating new collaborations and opportunities for mutual valorisation.




www.facebook.com/aziendaagricolamisonet



FARMFLUENCERS OF SOUTH TYROL

ALTO ADIGE, ITALY

"Farmfluencers" are farmers who stand out on social media for their sustainability. They share eco-friendly practices, promote biodiversity, and inspire conscious consumers. Through engaging videos and stories, they showcase sustainable agriculture, from soil regeneration to efficient water use. Their global influence demonstrates that sustainability is tangible and achievable. In a world of environmental challenges, sustainable farmers play a crucial role in a better future by educating, inspiring, and leading the industry toward ecological transformation.

 www.farmfluencers.org

 Environmental sustainability

OLIVAMI: GUARDIANS OF THE LANDSCAPE AND SUSTAINABILITY IN THE HEART OF SALENTO

MARTANO, PUGLIA

In Salento, the initiative "Olivami" aims to promote the adoption of olive trees as a response to the local devastation caused by Xylella. This is a new form of sustainable and participatory olive farming that allows people to support the reforestation of Salento's olive groves and, in return, receive an annual supply of certified high-quality extra virgin olive oil.

 www.olivami.com

 Environmental sustainability

 Social sustainability






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OAKS: "TREES FOR THE FUTURE" INITIATIVE: PLANTING FOR A MORE SUSTAINABLE FUTURE

NAPA VALLEY, CALIFORNIA

Trinity Oaks Winery plants trees through the "Trees for the Future" initiative, donating one tree for every 6 bottles of wine sold. They have planted 25 million trees in agroforestry systems called Forest Gardens in sub-Saharan Africa, thus providing valuable environmental services to local communities. Additionally, through this project, they organize awareness and education activities on the importance of preserving biodiversity in schools in the United States.

 www.trinityoaks.org

 Environmental sustainability

 Social sustainability

CENFOTUR: EXPLORING IDENTITY AND INNOVATION IN PERUVIAN CUISINE

LIMA, PERÚ

The Peruvian gastronomy course focuses on learning the culinary identity and traditional ingredients of Peru, along with emerging aspects of contemporary cuisine. The goal is to provide unique culinary experiences while respecting local biodiversity. Students learn how to start innovative culinary businesses, develop gastronomic projects in line with national and international trends, manage food production, and apply food handling and preservation practices. The course promotes knowledge of Peruvian biodiversity and the execution of local culinary techniques.

 www.gob.pe/cenfotur

 Environmental sustainability

 Social sustainability



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AGRIEXPERIENCE: AUTHENTIC RURAL ITALY THROUGH SUSTAINABLE EXPERIENCES

Agriexperience is an online platform that connects nature and tradition enthusiasts with sustainable farmers. It personally selects authentic experiences such as spending days in the Tuscan sheep pens, milking goats in Tuscany, discovering the life of chickens in Piedmont, experiencing ApiAroma and ApiSound, participating in the grape harvest in Lombardy, or picking olives in Calabria. The goal is to support responsible and economically sustainable agriculture, promote sustainable tourism, and foster the growth of local communities.

 <https://agriexperience.it>

 Environmental sustainability

 Sostenibilità sociale

 Sostenibilità economica

SUSTAINABLE WINE TOURS SANTA BARBARA: A SUSTAINABLE WINERY EXPERIENCE IN CALIFORNIA

SANTA BARBARA, CALIFORNIA

Sustainable Wine Tours Santa Barbara organizes sustainable wine tours in Santa Barbara County, California. They offer private and shared tours with wine tastings, custom lunches, and transportation. The company promotes sustainable agriculture through visitor education and support for local producers. They donate annually to local environmental organisations, support sustainable suppliers like New Frontiers Natural Marketplace, and use electric vehicles to reduce fuel consumption.

 www.sustainablewinetours.com

 Environmental sustainability

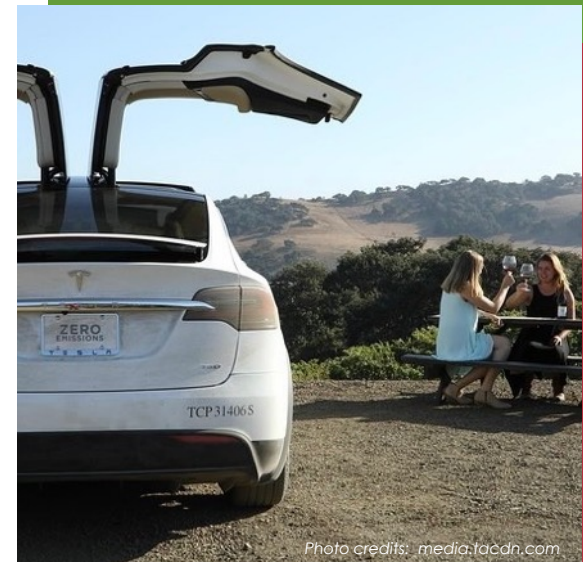


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Photo credits: galapagosalternative.com

SLOW FOOD GALAPAGOS: EXPLORING FOOD SUSTAINABILITY AND LOCAL CULTURE IN THE ARCHIPELAGO

GALAPAGOS, ECUADOR

Slow Food Galapagos promotes the conservation of local food traditions and access to sustainable food. Through an educational tour, it is committed to developing sustainable food sources on the islands, spreading culinary culture, and appreciating the unique wildlife of the Galapagos. Participants can discover local initiatives characterized by a sustainable food identity and taste gastronomic delights prepared with typical ingredients. An experience that combines sustainability, food culture, and biodiversity.

 <https://galapagosalternative.com>



Environmental sustainability



Social sustainability



1.3 GASTRONOMY TOURISM AND WELL-BEING

At a global level, we are facing a "paradox." On one hand, a growing number of people (estimated to be around 1 in 3) lack access to adequate food and live in conditions of severe food insecurity or malnutrition. This issue affects both less developed countries and more "wealthy" states: the pandemic, extreme weather, economic shocks, and the conflict in Ukraine have exacerbated the situation, seriously affecting even segments of the population that were previously living in secure conditions. On the other hand, there are approximately 2 billion people who are overweight, with 650 million of them classified as obese – a number three times higher than in 1975. In Europe, a significant 59% of adults and 33% of children fall into these categories. It is estimated that these conditions of excess weight directly or indirectly cause over 30 million deaths annually worldwide, with 1.2% of them occurring in the European region.

This "paradox" becomes even more pronounced when we consider that individual behaviour is considered the primary factor for individual health, followed by genetic predisposition, socioeconomic status, and the level of healthcare. Taking action to correct unhealthy lifestyle habits – primarily diet and levels of physical activity – can improve the psycho-physical well-being of individuals, as well as have positive repercussions in terms of public health, reducing expenditure and pressure on the healthcare system.

Regarding our country, ISTAT indicates that 46.2% of the population aged 18 and over is overweight – specifically, 34.2% are overweight, and 12.0% are obese. The phenomenon of childhood obesity is of great concern, affecting 1 in 3 children under the age of eight, a percentage significantly higher than the European average, placing Italy in fourth place in Europe. Two of the main behavioural causes of excess weight are incorrect eating habits and physical inactivity. The former, as highlighted earlier, is the second behavioural risk factor that can cause death, with 144.9 deaths per 100,000 inhabitants and an incidence of 23.1% of total deaths in the country. Sedentary behaviour ranks seventh and causes 30 deaths per 100,000 inhabitants annually. The impact on the national healthcare system is significant, as the management and treatment of non-communicable chronic diseases associated with it represent approximately 9% of annual healthcare expenditure and are estimated to result in a 2.8% reduction in GDP.

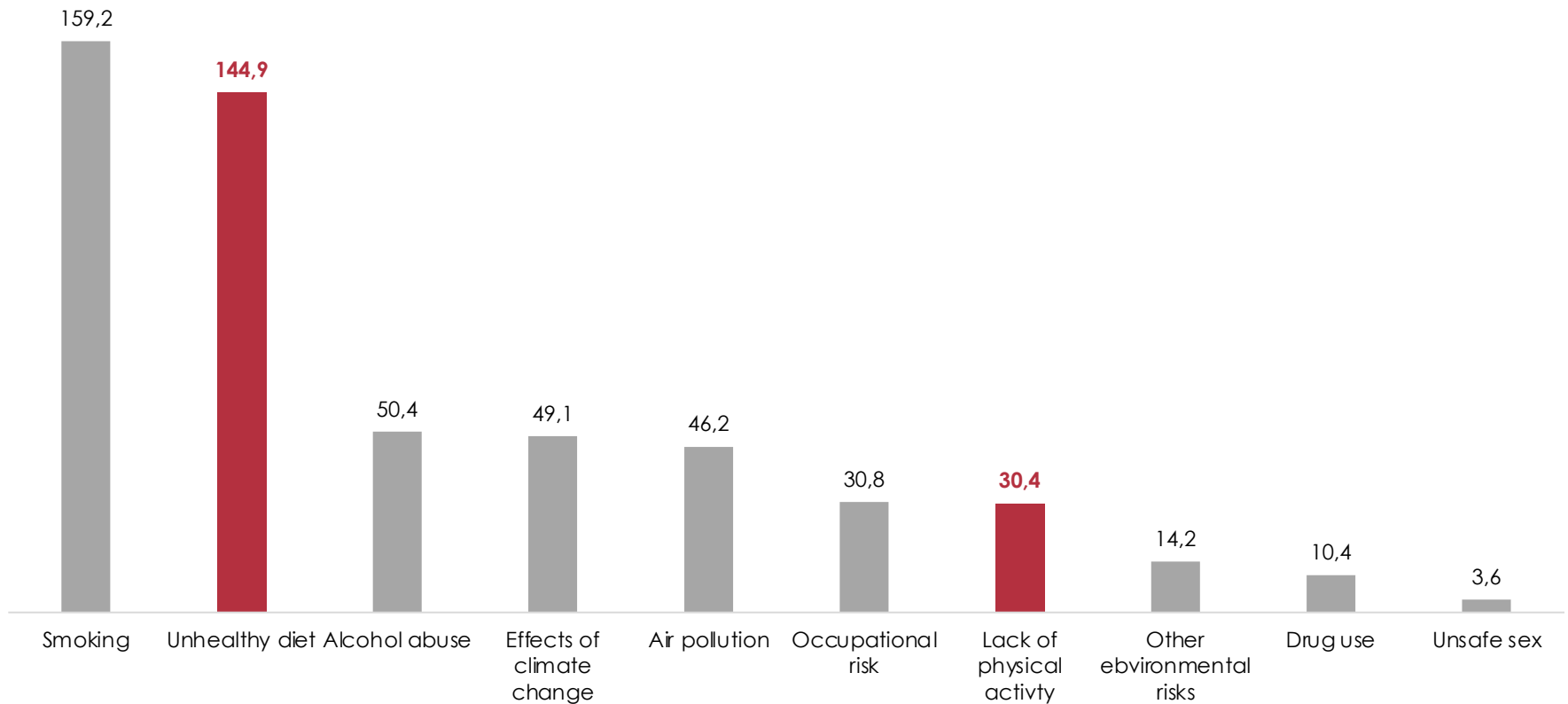


GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

CHART 1. Top ten modifiable risk factors for death in Italy (number of deaths per 100,000 inhabitants). Year 2019.

Source: The European House - Ambrosetti elaboration on Global Burden of Disease data. Note: * Exposure to other pollutants, such as ozone and lead.





GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

Therefore, it appears important to promote the adoption of healthy dietary regimes/lifestyles and physical activity to ensure an adequate level of individual health. Positive signals have emerged from recent surveys. A first piece of evidence comes from The European House – Ambrosetti, whose study shows a new and increased focus on personal physical well-being among Italians. Specifically, 54% of respondents stated their intention to start a diet or adopt a controlled dietary regimen, and 53% increased their daily consumption of fruits and vegetables compared to the period before the pandemic. Furthermore, the composition of the shopping cart has changed, with sports nutrition products showing the highest revenue growth (+122.4%) compared to 2021.

A second positive finding comes from the Eurobarometer of the European Commission. According to the research, in 2022, the level of sedentary behaviour among Italians decreased by almost -10% compared to the previous survey in 2017, a more pronounced decrease than the European average (-2.2%). This means that more people are engaging in regular physical activity. This is a significant step forward, considering that in 2019, our country was the fourth worst in terms of physical activity levels among adults in the countries of the Organisation for Economic Co-operation and Development (OECD), with 44.8% of the population over 18 years old falling below the minimum level of 150 minutes per week recommended by the World Health Organisation. The situation among children and adolescents remains critical. Italy ranks last among OECD countries, with 94.5% of children not meeting the recommended daily minutes of physical activity - a figure that is 8 percentage points higher than the average (which is 86.3%).

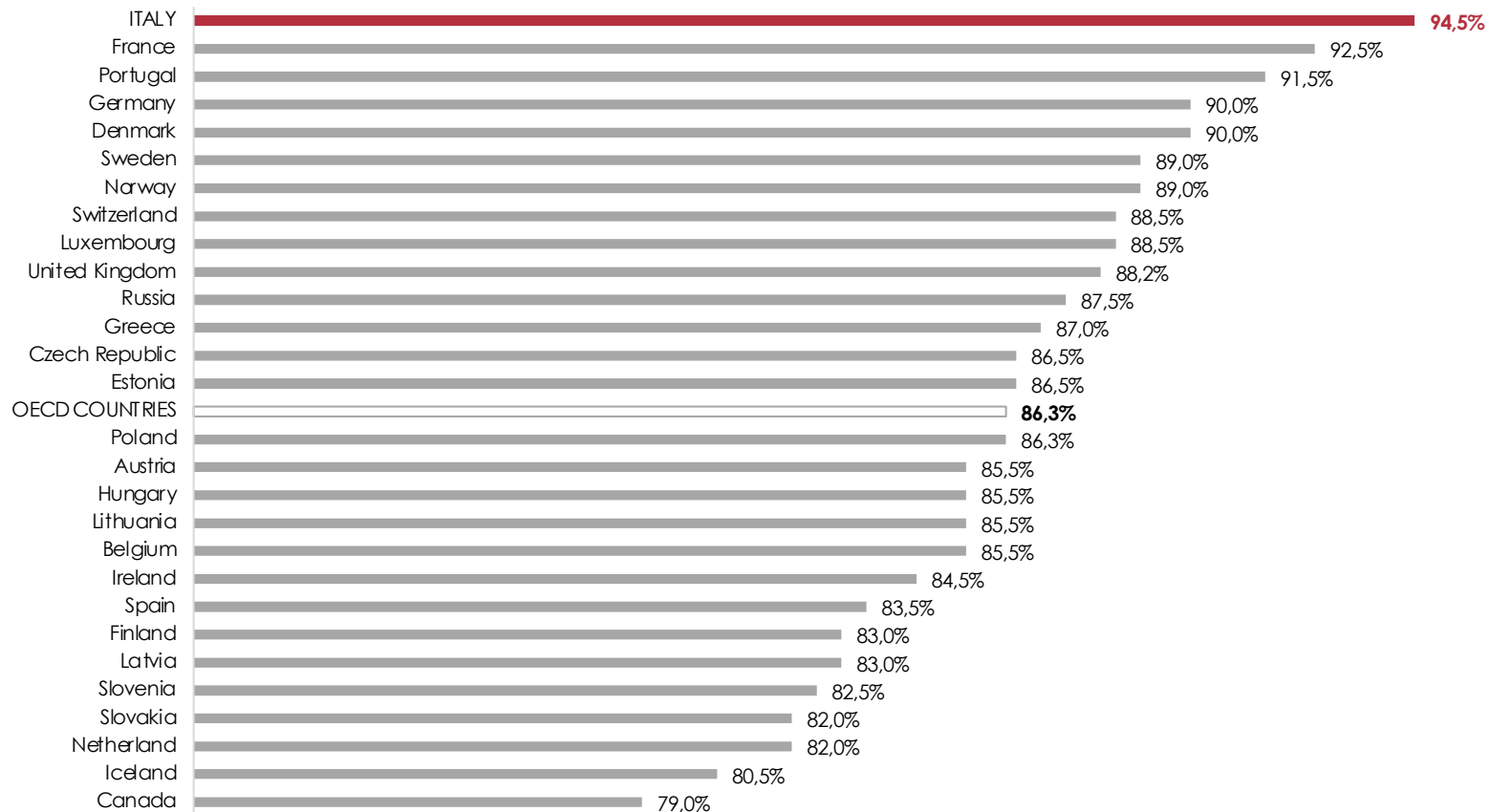


GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

CHART 2. Insufficient physical activity levels among children and adolescents in OECD countries. % of those not reaching the minutes recommended by WHO. Year 2020.

Source: Elaboration by The European House – Ambrosetti on OECD data.





GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

The dimension of well-being in food and wine tourism

In recent years, travel has transformed into an opportunity for rejuvenation, a chance to reset one's habits, and acquire a healthy lifestyle to maintain in everyday life. Many proposals have gained increasing attention from the public: consider, for example, Forest Bathing journeys, a Japanese practice based on strengthening the connection with the natural world by walking in forests to alleviate physical and psychological stress, thereby improving mood and the immune system. Within food and wine tourism, activities such as relaxation in vineyards and olive groves, food or wine trekking, and tours on bicycles or e-bikes are becoming increasingly popular.

Further confirmation comes from the "Report on Italian Food and Wine Tourism" (Table 1), which highlights some significant aspects:

- *Desire for outdoor activities.* With 53% of Italians interested in bicycle or mountain biking tours among vineyards and olive groves (similar percentages for e-bikes), and 51% interested in other light sports proposals (such as themed trekking), there is a clear desire to combine physical activity with food discovery. This trend can be seen as part of a broader movement towards health and well-being, where physical activity integrates with the appreciation of local products.
- *Interest in integrated well-being.* One in two Italians wishes to enjoy wellness activities (e.g., massages, whirlpools, and spas) in vineyards and find wellness/SPA centers offering treatments related to olive oil. This demonstrates a growing awareness of the connection between physical and mental well-being. The holistic nature of these proposals can be seen as an extension of the concept of "healthy eating" to the overall well-being of the individual. As a result, 71% of respondents would like to find menus with recipes that promote health during their food and wine-themed journeys.
- *Creativity and mental well-being.* Courses in yoga and artistic activities, such as painting classes in vineyards and olive groves, represent a way to creatively satisfy one's mental well-being. Food and wine tourism, therefore, goes beyond the traditional conception, including art and meditation.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

It becomes appropriate for destinations and operators to offer dedicated services that combine the rediscovery of healthy eating with physical activity. The theme of the Mediterranean Diet, for example, can become a distinctive element of Italian tourism if adequately enhanced through the creation of thematic tourism formats/products that emphasize the concept of longevity.



GASTRONOMY TOURISM: THE KEY TO SUSTAINABILITY

1.3 GASTRONOMY TOURISM AND WELL-BEING

TAB 1. Interest in gastronomic experiences related to well-being. Gastronomy tourists and all Italian travellers. Year 2023.

Note: Question based on a Likert scale with values from 1 (Completely disagree) to 5 (Completely agree). The table shows values only for response options 4 (Very) and 5 (Completely agree).

	Gastronomy tourists	ALL Italian travellers
I would like to be able to find menus with recipes that are good for health	75%	71%
Bike and mountain bike tours in vineyards and olive groves	60%	53%
Tour in e-bike nei vigneti, uliveti,	60%	54%
Proposals that combine sports with gastronomy (wine trekking, etc.)	58%	51%
I would like there to be wellness/SPA centers where I can receive treatments related to olive oil	57%	50%
I would like to be able to enjoy wellness activities (e.g., massages, hydrotherapy, and SPA) in vineyards	57%	50%
I would like there to be wellness/SPA centers where I can receive treatments related to beer	53%	44%
I would like to engage in activities that help improve mental well-being, such as yoga classes in vineyards	51%	44%
I would like to participate in artistic activities (e.g., painting) in olive groves	51%	40%
Engaging in artistic activities in vineyards (e.g., painting classes, painting)	46%	36%



"PROJECT WELLNESS" CRYSTAL CRUISES:

PROMOTING GREATER NUTRITIONAL AWARENESS THROUGH TASTE EDUCATION AND THE PROMOTION OF LOCAL GASTRONOMIC CULTURE

DALILA ROGLIERI

Crystal Cruises' "Wellness" project was born from the collaboration between Dalila Roglieri, a nutritionist biologist with a private practice in Bari, and Cristina Levis, CEO of Abercrombie & Kent Travel Group.

The common interest between the company's leadership and the health professional aims to promote better nutritional awareness, Italian excellence, and the culture of good taste at the table.

Crystal Cruises hosts passengers from around the world who aspire to unique experiences during their travels and stays on board the ships. The collaboration between a nutritionist biologist and the onboard culinary team for the development of balanced menus raises the clientele's taste education to excellence standards and helps them better understand and familiarize themselves with the principles of fine dining. Thus, the necessary nutritional awareness evolves and intertwines the need to eat well to maintain optimal health with the pleasure of good food, through the discovery of the typical flavors of the region while traveling.

How to promote better nutritional awareness? Entertainment is the centerpiece of the travel experience and becomes the key to promoting wellness on board. During the journey, themed



Photo credits: [instagram.com/crystalcruises/](https://www.instagram.com/crystalcruises/)

workshops, cooking shows, blind tastings, and local gastronomic experiences provide an opportunity to communicate the principles of healthy eating, the culinary culture of the region, and the unique dietary characteristics that define it. One can truly appreciate something only if they truly know its characteristics. Therefore, the dissemination of local culture and dietary habits is itself part of taste education.

The result of this effort on board can improve passengers' eating habits upon their return home. Crystal Cruises' project involves the nutritionist biologist in designing and creating menus for the ship's restaurants. Culinary nutrition is the science that aims to apply nutritional scientific knowledge in cooking, evolving and balancing flavours. The synchronisation of courses and the overall goodness of the menu can only be achieved through professional collaboration between the nutrition specialist, the chefs, and the onboard culinary team.

Promoting gastronomic excellence and Italian cuisine, a candidate for UNESCO's intangible heritage, is one of the commendable features of this project. In the onboard Italian restaurant "Osteria d'Ovidio," typical Italian experiences have been introduced as a means of taste education. These include tasting extra virgin olive oil and tasting menus aimed at better exploring the regions of northern and southern Italy.



COOPERATIVA OIKOS: WORK THAT IMPROVES THE ENVIRONMENT

GIANCARLO TRAINI

We are a Social Cooperative that has chosen a slogan that encapsulates our raison d'être: "Work that improves the environment."

It's a very simple way to remind everyone, including ourselves, of what drives our commitment:

- develop activities with a high level of human labor, allowing us to provide employment opportunities (and thus income and dignity) to vulnerable individuals.
- allocate all our working hours to activities directly related to environmental improvement.
- always use environmentally-friendly methods and materials in the various sectors in which we are involved.

Whether it's cultivating vineyards and producing wine ("Cascina del Ronco"), creating and maintaining gardens while teaching others to do so (Academy "I giardini del benessere"), or sanitizing and making work, living, and healthcare environments greener, we strive in every way to fulfill our commitment to creating well-being through our work.

For us, "green well-being" means contributing to the creation of



Photo credits: Oikos

natural environments where those who visit can have an overall sensory experience that induces a sense of well-being, in line with the deep need for naturalness that exists in each of us.

Green represents "healing" in healthcare environments (healing gardens, Alzheimer's gardens, assisted living facilities). Green signifies "connections" in public and commercial spaces (targeted public parks, businesses, lodging facilities, etc.). Green symbolizes "safety" in industrial and office settings (stress reduction, carbon footprint management, environmental protection). Green embodies "tranquility" in public and private residences.

The orientation of architecture towards biophilic design, nature-friendly design, requires creative skills, botanical and agronomic knowledge, and, most importantly, an understanding of the mechanisms that connect the natural environment with people's perceptual and emotional processes.

Beyond design, the creation and maintenance of targeted gardens require continuous work based on experience, passion, and knowledge of natural processes. This is what OIKOS offers to architects, green designers, and public administrators.

All these activities have a special unifying value, capable of connecting people with diverse backgrounds:

- the vineyard, with its important moments open to all friends – the grape harvest, wine tasting, the cellar, local product markets, and more.



Photo credits: Oikos

- gardens, naturally social spaces, that become capable of welcoming even vulnerable individuals (the elderly, people with specific physical or cognitive challenges...).
- workplaces, where people spend extended periods of their lives, and where a "biophilic" environment becomes part of the "Welfare package" offered to them.

OIKOS was founded as an inclusive organisation, and our activities are a consequence of this approach. The dozens of markets we participate in provide an opportunity to discuss what we do and our values. Our vineyards are an essential component in the enhancement of significant historical landmarks (for example, the former Astino monastery in the Parco dei Colli di Bergamo, winner of the "Paesaggio d'Europa" award in 2021). Guests and family members of assisted living facilities are, to the extent possible, involved in caring for targeted green areas. Passing tourists who want to taste our wine are always warmly welcomed.

For us, tourism is one way to put our commitment to inclusion into practice: those who come to visit us, whether in the cellar, fields, parks, classrooms, or the events we organize, become a part of our community for a while. They are included in a process where the beauty of the surroundings and an interest in relationships create a unique and valuable experience.



CASTILLO DE CANENA, OLEOTURISMO REGENERATIVE OLEOTOURISM IN THE HEART OF JAÉN

ZAIDA DE SEMPRÚN

Castillo de Canena is a family-owned olive oil company that has been producing one of the world's finest premium extra virgin olive oils since 1780, as certified annually by Flos Olei. It is located in the Alto Guadalquivir Valley in the municipality of Úbeda, within the province of Jaén, and is part of the Castillo de Canena Group.

The company's philosophy is centered around excellence in all stages of production, demonstrating the commitment of the Vañò Family members. Regenerative agriculture practices on the estate were the first to be certified by AENOR with their Sustainable Farming Production seal, making it the first olive grove in Spain to receive this recognition.

The seal recognizes and highlights companies that adopt agricultural and social practices aligned with the 2030 Agenda for Sustainable Development, which aims to ensure healthy food while maintaining productivity, increasing soil fertility and biodiversity, and reducing the environmental footprint of food production.

In this regard, Castillo de Canena utilizes the technique of "Carbon Farming," harnessing the natural soil's ability to store carbon dioxide, the primary greenhouse gas.



serra. The company holds additional international sustainability certifications such as "Demeter" and "Water Footprint" and participates in the Life Project "Olivares Vivos," which aims to improve the environmental situation of olive groves and restore their biodiversity. As part of this project, two floating bio-islands have been installed in the estate's irrigation reservoirs, providing habitat for various bird species conducive to nesting.

Starting from this production philosophy, the company offers "customized" visiting experiences for individuals and businesses that wish to immerse themselves in the olive grove ecosystem. While "sailing through the sea of olive trees" on the estate, visitors can discover a captivating natural habitat where native species (both plants and animals) harmoniously interact with their surroundings, establishing a plural natural balance. Herds, bees, birds, wildlife, and more become the protagonists of the experience alongside travellers.

These immersive visits to the olive grove, called "Living the Olive Grove," are enriched by tastings of Castillo de Canena's extra virgin olive oils and the finest local gastronomy products, sourced locally and prepared using traditional recipes and methods (such as wood-fired and slow cooking). An added bonus is the opportunity to visit the 16th-century Renaissance castle that gives the brand its name. Classified as a Cultural Heritage site (BIC), it is owned by the Vañó family and hosts the annual award ceremony for the "Investigación Oleícola Luis Vañó" (Luis Vañó Olive Research).



2 | GASTRONOMY TOURISM & CLIMATE CHANGE



GASTRONOMY TOURISM AND CLIMATE CHANGE

Climate change is now a topic at the centre of public debate. This term is commonly used to refer to long-term changes in temperatures and weather patterns, which can occur both naturally, such as through variations in the solar cycle, and due to human activities. It is now a widely accepted scientific fact that human activities are the primary factor behind climate variations since the 19th century.

Often, climate change is thought to mean solely an increase in temperatures. This is only partially true. As highlighted by the United Nations, among the consequences of these variations are, in addition to the mentioned temperature rise, severe droughts, water scarcity, severe wildfires, rising sea levels, floods, polar ice melting, catastrophic storms, and a reduction in biodiversity. All of these impact our health, our ability to grow food, our safety, our work, and essentially all aspects of our daily lives.

To fully understand its effects on gastronomy tourism, we must start by understanding how climate is altering the agricultural and tourism sectors and what actions have been taken to mitigate the negative impacts. These two sectoral deep dives will help us assess the interrelationships – in a kind of "domino effect" – which is the focus of the following section by Sara Roversi (Future Food Institute).

Impacts of Climate Change on Agriculture

According to estimates by the FAO, the agricultural sector contributes to one-fifth of all anthropogenic greenhouse gas emissions. In addition, the use of farming practices that involve excessive use of water resources, herbicides, fertilizers, and pesticides, along with indiscriminate tree cutting for land conversion and grazing, puts extreme stress on the soil, exacerbating the consequences of hydrogeological risks. Climate variations seriously endanger not only agricultural production – and the related supply chain – but also food security itself, exposing people – especially in poorer countries – to difficulties in accessing food.



GASTRONOMY TOURISM AND CLIMATE CHANGE

Our country is certainly not exempt from all of this. The agri-food sector is of great importance to the national economy – in 2022 alone, it generated a Value Added of €64.1 billion (+6.1% compared to 2015). It is also one of the symbols of Made in Italy worldwide, conveying culture, traditions, creativity, and richness. What would happen if all of this were jeopardized? Let's try to provide an answer by looking at recent events. Bank of Italy's analysis has measured the effect of rising temperatures on our country's economic growth. Over the twenty-year period from 1981 to 2022, the agricultural sector saw its value-added decrease by 0.6% per year due to the increase in the number of days with high temperatures – that is, temperatures exceeding 28°C. These values are much higher than those estimated for the industrial and service sectors. Further studies have shown how the intensification of extreme weather events – especially rainfall (or lack thereof) – has exposed over a third of irrigated agricultural areas to severe drought in the last two years (2021–2022). Human action – through continuous and irreversible land consumption – has amplified the effect of these extreme phenomena AND increased the hydrogeological risk and causing significant economic damage to the sector.

Addressing the issue of climate change in agriculture is complex because it depends on both internal and external factors (over which there is less ability to act). The common goal must be to take actions that support individual companies in reducing the associated risks. Institutions and the industry have already taken steps to mitigate the negative effects and adapt. The Ministry of Agriculture, Food Sovereignty, and Forests itself has allocated €3.6 billion from the PNRR funds to increase the sector's competitiveness and resilience, with specific measures aimed at countering the phenomenon – such as sustainable logistics, reducing energy and water consumption, innovation, mechanisation, and digitisation, efficient risk allocation. To support these efforts, it is important to promote strategies that change people's behaviours, impacting consumption rather than just production. Examples include reducing food waste – which is estimated to account for 8-10% of global greenhouse gas emissions – and adopting dietary patterns that provide adequate energy intake (i.e., not exceeding actual needs).



GASTRONOMY TOURISM AND CLIMATE CHANGE

The impacts of climate change on tourism

Just like agriculture, the tourism industry contributes to climate change while also experiencing its consequences. Travel – whether for leisure or work – involves moving to destinations different from one's usual location and, consequently, the use of different modes of transportation. A recent study by the World Tourism Organisation estimated that 5% of global CO2 emissions are generated by tourist movements. In addition to transportation, shopping and food procurement (and also waste) are among the major greenhouse gas emitters. Without adequate measures, these values are expected to increase in the future due to the growth in tourism flows.

At the same time, climate variations will cause significant damage to tourism. Rising sea levels, the increase in extreme weather events, ocean acidification, and rising temperatures will endanger all tourist destinations, from beach resorts to mountain resorts. Let's provide two concrete examples to understand the possible implications. In the Caribbean, a potential sea level rise of 1 meter would damage 49-60% of accommodation facilities, with estimated reconstruction costs of over \$10 billion. Climate change will also cause damage to mountain destinations. A recent study conducted by Bank of Italy (December 2022) on a sample of Italian Alpine resort areas showed that for every 1-meter decrease in snowfall during the winter season, there was a decrease in ski pass sales between 2001 and 2019.

The impacts are not limited to destinations alone; climate variations will also affect the operations of tourism businesses. According to a study by the University of Cambridge, reduced water availability could lead to conflicts of use between the industry and the local community. An increase in extreme events would have a negative impact on business operations and make insurance companies more reluctant to provide coverage due to the elevated risk; efforts to reduce emissions could lead to increased costs incurred, with negative repercussions on prices.

How is the tourism industry addressing this situation?



GASTRONOMY TOURISM AND CLIMATE CHANGE

At the international level, there is a shared commitment to steer tourism towards climate neutrality. A strong impetus was given by the Glasgow Declaration in 2021, a statement of intent (to be translated into concrete actions) to achieve the goal of zero emissions by 2050. There are five key tools: measuring, decarbonizing, regenerating, collaborating, financing. An associated initiative has been launched by the European Travel Commission – one of the signatories of the declaration, which has developed an action plan to support its members toward the ambitious goal set for mid-century. How to achieve it? By reducing carbon footprint; increasing knowledge and skills of operators (e.g., through sectoral working groups, operator workshops, support actions for destinations); guiding the process by promoting cooperation among all institutions and supporting the development of new knowledge and its dissemination. Countries themselves, through strategic tourism development plans, have initiated actions to counteract the effects of climate change. According to the UNWTO study in November 2022, 86% of the plans considered (a total of 114) highlighted the sector's vulnerability to climate variations, 69% indicated mitigation measures, and 46% adaptation measures. Of particular interest is what has been prepared by Belize, Nepal, and Montenegro, countries that have developed integrated plans.

THE REVERSIBILITY OF THE
DOMINO EFFECT.
GASTRONOMY TOURISM
AND CLIMATE CHANGE

SARA ROVERSI



Roberta Garibaldi
WINE • FOOD • TOURISM

Taking inspiration from the ancient game where twenty-eight tiles, arranged vertically and placed closely, fall as a result of the first tile's fall, we define the domino effect as a chain of consequences triggered by a primary event; a series of reactions where the outcomes of secondary events can be even more severe than those of the primary event.

On March 20, 2023, the IPCC, in its "Climate Change 2023: Synthesis Report," put in writing the first tile that toppled the second, setting off the chain of extreme events unfolding on our planet: "human influence" has "warmed the atmosphere, oceans, and land." From here, "widespread and rapid changes in the atmosphere, oceans, cryosphere, and biosphere" have occurred.

According to data from the Copernicus Climate Change Service, also reported by the World Meteorological Organisation (WMO) of the UN, July 2023 was the hottest month since we began monitoring global temperatures: $+0.72^{\circ}\text{C}$ since 1992, and $+1.5^{\circ}\text{C}$ compared to the 1850-1900 period. With a 98% probability, the WMO warns that one of the next five years will be the hottest ever recorded and estimates, with a 66% probability, that this may temporarily exceed $+1.5^{\circ}\text{C}$ compared to the pre-industrial period. In August 2023, according to Copernicus' findings, ocean temperatures also reached a historic record of 20.96°C . This condition is mainly due to greenhouse gas emissions: the IPCC states that atmospheric CO_2 concentrations have been the highest in at least 2 million years, and methane and nitrous oxide concentrations have been the highest in about 800,000 years. The NASA Scientific Visualisation Studio's graph is highly impactful, showing a Earth completely enveloped by emissions, with worrisome concentrations over the Mediterranean. Moreover, as demonstrated by the "Macroeconomic Climate Stress Test by Scope Esg" by Scope Ratings, Italy is one of the countries most vulnerable to climate change.

Global warming has propagated this domino effect to every region of the world: extreme meteorological and climatic events; widespread losses and damages to nature and people; heatwaves; droughts and tropical cyclones; heavy rainfall and floods; ocean acidification and glacier retreat; widespread species losses,

with mass mortality events recorded on land and in the ocean

There are two main "human activities" that, according to the IPCC analysis, have "unequivocally caused global warming": the agriculture, forestry, and other land use (AFOLU) sector, responsible for 22% of global greenhouse gas emissions; and the energy, industry, transport, and buildings sector, accounting for 79%. One of the factors that significantly contributes to the latter is tourism – according to recent research by the Ircm Institute, it is specifically responsible for 9.5% of global emissions.

Let's begin with AFOLU. Driven by the proliferation of unbalanced diets, one significant factor increasing ecosystem vulnerability is unsustainable agricultural expansion: an agri-food model that has turned land into industry, causing pollution, damage to natural biodiversity, soil erosion and degradation, water and land resource deficits, landscape alterations, and social imbalance. Some consequences are irreversible: consider that, with existing techniques or planned measures, certain emissions caused by the sector – such as methane and nitrous oxide – can never be completely removed from the atmosphere.

As the IPCC specifies, the paradox is that despite overall agricultural productivity increasing, climate change – significantly caused by the sector – has slowed overall growth, negatively impacting crop yields, especially in regions at medium and low latitudes. When considering that ocean warming has contributed to an overall decrease in the maximum catch potential, exacerbating the impacts of overfishing for some fish stocks and negatively affecting aquaculture food production and mollusk fishing in some oceanic regions, it's evident that the compromise of the entire global food supply is already at risk, well before temperatures exceed the 1.5°C limit set by the Paris Agreement.

Focusing on the Italian scenario, according to Coldiretti, compared to 2022, this year there has been a 10% reduction in wheat production, a 14% reduction in grape and wine production, a 63% reduction in pear production, a 70% reduction in honey production, and a 20% reduction in milk production.

Agriculture is destined to change, along with our food habits. This is evidenced




by the migration of grapevines and olive trees to the north of our country, as well as the potential cultivation of tropical fruits in the south.

This is not good news. Among the aforementioned reasons, the extinction of some wine and gastronomic excellences is a concerning detail. It is often overlooked, but it is essential to remember that climate change also significantly affects traditional conditions for aging cured meats or maturing cheeses – which, in Italy alone, represent a substantial proportion of the 349 Slow Food Presidia, as well as the aging of wine. According to another study conducted by Coldiretti, the grape harvest in Italy in 2023 will experience a production decrease of approximately 14%. Rising temperatures and a lack of precipitation have repercussions on vine productivity and the quality of harvested grapes. Compensatory strategies, such as introducing more drought-resistant grape varieties, advancing the harvest, or relocating to higher altitudes and different grape varieties, cannot be universally applied. In the long term, therefore, viticulture as we know it today could disappear (considering some grape varieties are particularly sensitive to climate change, such as Sangiovese, or the risk of Merlot grapes becoming extinct in Bordeaux). The situation becomes even more complicated when you consider that the quality assurance of a product depends on cultivation in a specific area, which is now at risk or rendered unfeasible due to the climate emergency. Because if gastronomy is the result of human action, it is possible based on the conditions imposed by the climate.

However, the IPCC mentions possible mitigation options, measures to make the sector's impacts less severe, such as transitioning to healthy diets or intensifying sustainable farming practices that could restore ecosystems.

The study also mentions some adaptation possibilities, measures to anticipate adverse effects to prevent or minimize potential damages or take advantage of opportunities that may arise. These include improving cultivars, agroforestry, and diversifying farms.



These paths – as we Italians know – are viable and not limited to subsistence activities. There is, and it should be widely spread, an agriculture that respects sustainability principles, takes care of resources, reduces and monitors the direct path from the field to the table – bypassing the industry. A system that protects not only the health of ecosystems and, therefore, the planet but also the individual's health, in terms of physical well-being, social aspects, with the safeguarding of small producers, and cultural aspects, preserving traditional knowledge. A model that never focuses on food as a commodity to be consumed (we must not forget that today 90% of human food comes from 120 varieties, and only 12 plants and 5 animals provide more than 70% of all human food), but as a resource to be preserved.

Now let's move on to the second sector, the 79% of emissions from energy, industry, transportation, and buildings. As mentioned, it inevitably involves tourism, affected by all these aspects: an extremely complex organism that, extending across all countries on a large scale, involves different entities engaged in vastly different activities, making it difficult even to estimate its direct impacts. There is indeed a lack of standardized or universally accepted measurement for its overall emissions: is it responsible for those produced by food consumed in accommodation facilities? Or only those related to transportation? Or both? However, as the UNTWO's "Climate Action in the Tourism Sector" study points out, it is clear that the sector has a significant responsibility in decarbonisation, and most emissions reductions must come from transportation.

A previous report from 2019 by UNTWO, published in collaboration with the International Transport Forum (ITF), estimated that emissions from the tourism sector related to transportation had increased by at least 60% from 2005 to 2016, and that CO2 emissions could increase by at least 25% by 2030.

Like agriculture, tourism is both a victim and a perpetrator of itself, contributing to climate change while being one of the economies most affected by it. Rising global temperatures and related extreme weather events are causing significant changes in the sector. Moody's rating agency has predicted that heatwaves in the coming years will put tourist destinations at risk, such as Italy, Greece, and



Spain, and reduce tourist arrivals during the summer season. Thus, there could be a process of forced deseasonalisation.


In this case as well, by combining data on climate vulnerability with tourism, mitigation and adaptation strategies can be identified. Certainly, making sustainable choices regarding transportation, accommodations, and low-energy-intensive products is essential. But perhaps even more important is favouring destinations that are closer.

Our domino game is now at a crucial point: the two rows of domino tiles – the first caused by agriculture and the second caused by tourism – have collided. And their respective chain reactions now stop at the concept of proximity. Because climate change is a global problem, but the possibilities we have to reverse it are and must be local.

If strategies for adaptation or mitigation against the effects of tourism can be found in slow, sustainable forms of enjoying the landscape, protecting and enhancing it, those related to agriculture can be realized through sustainable and short supply chain practices, respecting not only natural but also cultural diversity. Since any sustainable development trajectory must be integrated or reintegrated with other sectors, gastronomy tourism can be a possible answer, a meeting point. In this case, the domino tiles not only stop but, by stacking one on top of the other, they build.

On one hand, there is sustainable agriculture: the one that wisely uses water resources, reduces dependence on fossil fuels, slows down desertification, relies on techniques that preserve soil moisture and carbon dioxide, protecting it from erosion and thus countering some of the consequences of major extreme events. On the other hand, there is sustainable tourism, the one that, according to the United Nations World Tourism Organisation, "fully takes into account its current and future economic, social, and environmental impacts, responding to the needs of visitors, the industry, the environment, and host communities." Together, it's the slow sustainability of gastronomy tourism.

Tourism that is embedded in a type of small-scale production that optimally uses



resources, integrates healthy agriculture with the care of ecological systems, produces nutritious food, assumes social responsibility, adheres to traditional techniques and knowledge, and safeguards biodiversity – allowing nature to adapt to changes first and counteract them later.

Tourism that reconnects with the territories and brings them to life: by valorising local varieties, preserved in their excellence, indirectly protecting them from possible extinctions; by protecting traditional productions, knowledge, rituals, skills, and ancient sustainable production methods; by safeguarding native varieties that ensure natural self-regulation cycles; by supporting entire supply chains and acting in terms of social sustainability. Tourism that reduces environmental impact by educating about what we produce, how we distribute it, and what food nourishes us.

Focusing solely on Italy, it is evident that this is not only a desirable path but also a viable one. In 2023, 58% of travellers, with a value 37% higher than in 2016, undertook at least one trip primarily motivated by gastronomy; in the last three years, about 50%.

The consumer, regardless of their type, holds power: they can shape the market through the awareness of their choices. To fuel this power – thus transforming gastronomy tourism into a potential for change and a reversal of two of the main causes of climate change – it is necessary to bring travellers closer to the excellences of our land. In cities, events featuring short supply chains, tastings of local or organic products, and rural markets are a powerful tool in this direction: not just places to shop, where one can taste local gastronomy and desire to explore it further, but opportunities for learning and information, knowledge of virtuous production techniques, an approach to the cultural foundations of the territory, the revelation of heritage, and education on healthy and sustainable lifestyles.

Responsible and conscious gastronomy tourism, when embraced by a welcoming territory committed to preserving its authenticity, always triggers comprehensive regeneration. It is sustainable tourism that initiates a process of



creation and widespread prosperity in the political, economic, social, cultural, human, and environmental dimensions of the territories. It realizes ecological regeneration that balances spaces between urban and rural areas, strengthens the economy by instilling a sense of belonging in the community that leads to the care of the ecosystem and essential elements (soil, forests, water resources, etc.), building and restoring buildings, and enhancing services; it rebalances the spaces between urban and rural areas. Tourism that counteracts depopulation or social desertification of places, an important possibility for biodiversity conservation and the survival of traditions; it supports businesses – which in turn are the nourishment and substance of local culture. Gastronomy tourism always serves as a revitalizing tool for places because it is based on a foundation – that of taste – which, even before being a good, a need, or a pleasure, is a vehicle of identity, a universal language for connections, a form of hospitality.

But now it takes on an additional role: that of transforming a possible end into a beginning, turning into salvation. Interrupting the domino effect of the irresponsibility of our actions, driven by two of the most burdensome "tiles" of the climate emergency.

Curiosity, especially when it engages the senses, fuels movement. The choice – and today the duty – is ours to move slowly, and in the right direction.



3 | SUSTAINABILITY

FOR ITALIAN TRAVELLERS ON HOLIDAY



SUSTAINABILITY FOR ITALIAN TRAVELLERS ON HOLIDAY

Sustainable behaviours of Italian travellers

In studies on tourist behaviour, there is often a strong focus on the intention to be sustainable rather than the actual choices made. Such an approach is certainly useful to assess if there is room to develop tailored proposals; however, it does not allow us to understand if this desire is merely the result of a commendable attitude or if it translates into actual behaviour. For this reason, we wanted to measure how often Italians make sustainable choices while traveling.

From our survey, it emerges that travellers from Italy demonstrate sensitivity and awareness during their journeys. It is encouraging to note how often they declare adopting responsible behaviours, such as avoiding food waste when dining out (65%) and learning about local customs and traditions before departure (46%). Furthermore, Italian tourists seek to support the local economy by choosing to shop at stores run by locals and/or small producers (50%).

Therefore, there is a widespread sense of responsibility, although there is room for improvement in some aspects. For instance, only 21% opted for low-pollution means of transportation to reach their destination, and 27% used them within the visited destination (e.g., buses, trams, bicycles). Here, the issue lies not only in the limited inclination but also (and primarily) in the lack or scarcity of alternative transportation modes in rural areas. The choice of green accommodation also seems to be relatively uncommon, with only 17% consciously staying in such facilities.

However, the challenge remains of how much the tourist does beyond their declarations. Antonio Pezzano (an expert in tourism destination management) will demonstrate this discrepancy by indicating how tourism operators can effectively assist travellers in being genuinely sustainable.



SUSTAINABILITY FOR ITALIAN TRAVELLERS ON HOLIDAY

CHART 1. Willingness to adopt sustainable behaviours while traveling. Gastronomy tourists and all Italian travellers. Year 2023.

Note: Question based on a Likert scale with values from 1 (Never) to 5 (Always). The table reports values only for response options 4 (Often) and 5 (Always).

	Gastronomy tourists	ALL Italian travellers
I avoided wasting food when dining at restaurants and/or eating in hotels	61%	65%
I adopted more environmentally-friendly behaviours compared to when I am at home	58%	54%
I purchased from locally-owned shops and/or small producers	55%	50%
Before departing, I researched local customs to avoid adopting behaviours that could be disrespectful to the local community	50%	46%
In the chosen accommodation, I refrained from having towels washed daily	48%	51%
I preferred tourist experiences organized by local people that allowed me to learn about the local culture	45%	39%
In the chosen accommodation, I limited the use of air conditioning and/or heating	38%	33%
I used public transportation and/or bicycles to get around the destination	32%	27%
I opted for environmentally-friendly transportation methods (e.g., train instead of airplane)	24%	21%
I chose eco-friendly accommodations	23%	17%
I avoided wasting food when dining at restaurants and/or eating in hotels	61%	65%

**TOURISTS WANT TO HAVE
MORE SUSTAINABLE
BEHAVIOURS. LET'S HELP
THEM DO IT.**

ANTONIO PEZZANO



Roberto Garibaldi
WINE • FOOD • TOURISM

Interest in sustainable tourism has increased significantly during and after COVID. This is a common finding in many studies, although in different ways and to varying degrees. However, it is important to highlight that behaviours (actual consumption choices), unfortunately, do not always align with intentions. For example, in Germany, a country with a long tradition of conscious consumption, two-thirds of vacationers express interest in sustainable tourism. However, only a small fraction of them report taking actions consistent with their intentions. These data, monitored since 2013 and disseminated by the renowned Reiseanalyse, confirm the so-called "30:3 syndrome." This is a consumption pattern identified by a study from the early 2000s, which shows that even though 30% of people claim to be motivated to purchase products with ethical characteristics, such purchases only make up 3% of the market share. Repeated, subsequent, and recent studies have reaffirmed this underlying pattern for many consumption categories, albeit with different ratios.

Staying with the Reiseanalyse data, the percentage of travellers for whom sustainability was a decisive factor in travel decisions is still very low (less than 5% in 2022). However, higher and rising percentages are recorded for some decisions, such as the use of carbon offsetting for travel emissions and the selection of accommodation and commercial establishments with environmental quality labels. There are significant differences between business and leisure travel, and within leisure travel, between long vacations and short breaks and weekends.

According to scholars, observers, and industry experts, one of the major obstacles to more conscious consumption behaviour is the lack of simple and transparent information about what is sustainable. The consumer-tourist is confused. The few studies with robust methodologies on the subject – for example, those that ask an open-ended question without restricting the range of responses – describe consumers' understanding of sustainability as highly subjective. Everyone has their own (vague) idea of sustainability, with few points of agreement. One of these points, in tourism, is the mode of transportation to (not) use for vacations: air travel. Another common factor is the so-called "local

factor." From food to hotels, for a significant number of people, local equals sustainable. On everything else, there are differences of opinion, which can also be explained by the geographic and cultural context of origin.

Unfortunately, air travel and local food are topics that highlight all the contradictions of sustainable consumption behaviours. The places where tourism can help alleviate poverty (social sustainability) are often far from those where tourist demand is generated. To visit them, one must take a plane (environmental unsustainability). Offset schemes do not solve the problem, to the extent that they are considered greenwashing. The European Parliament is pushing to ban in commercial contexts claims such as eco-friendly, natural, biodegradable, climate-neutral, or eco if they are not substantiated or accompanied by evidence or detailed information about what they really mean in their context of use.

gastronomy is increasingly important in tourism. The demand for local and organic food and products is no longer a trend but a minimum standard for many restaurants and retailers. There is no doubt that this consumption model has brought benefits to the local economies of tourist destinations (economic and social sustainability). gastronomy is an important component of the vacation experience and often influences destination choices and travel itineraries. Tourists are increasingly willing to allocate a portion of their budget to local restaurants and purchases of typical products. The closer connection between places where food is consumed and those where it is produced helps retain a larger share of tourist spending in the local economies of vacation destinations.

However, the impact on the environment, especially on the climate, is highly debatable, to use an understatement. For example, in many places, meat is a cornerstone of the local gastronomic tradition. According to a recent report by the Intergovernmental Panel on Climate Change (IPCC), the consumption of meat dishes has a climate impact that is ten to fifteen times higher than that of vegan products.



Greenhouse gas emissions from transportation make up a very small portion of emissions generated by food. Those who aim to be mindful of their ecological footprint should pay attention to what they eat rather than the source of their food. For example, consuming less meat and dairy, replacing red meats with chicken or pork, transitioning to vegetarian or vegan diets—all these consumption choices have a much larger impact on emissions reduction than simply eating locally sourced food.

Discussing food, climate, and the environment is very complicated, and it generates confusion and disorientation among consumers, including tourists. Another example is the highly polarized debate between organic farming versus conventional farming. While it is true that organic farming is not necessarily always good or environmentally beneficial, understanding when and how one is preferable to the other from an environmental perspective requires an intellectual effort that may be too burdensome for a simple consumer or tourist. For instance, even assuming that organic farming always presents environmental advantages, it is genuinely impossible to think of replacing conventional farming entirely. Fossil fuels play a fundamental role in the production of agrochemicals and synthetic fertilizers used in conventional agriculture. Reverting to purely organic agriculture on a scale sufficient to meet a significant portion of global demand would require a rural workforce so vast that many of us would have to return to the countryside and spend at least eight hours a day collecting and spreading animal manure. This sacrifice would still not be enough to feed the entire world population.

In this general confusion and uncertainty (every scientific discovery is, by definition, falsifiable), gastronomy tourism offers interesting points for reflection. Intrepid Travel is a small tour operator that has believed from the beginning (since the 1990s) that travel could bring benefits to both travellers and the communities they visited. Based on the insight that there was a demand for more authentic travel experiences, the tour operator started organizing trips where all suppliers were local. Subsequently, they introduced trips and tours that consider at least one aspect of sustainability, such as wildlife and environmental

conservation, support for disabilities, preservation of indigenous and minority cultural traditions, gender equality, empowerment, as well as education and training.

In 2020, when the travel sector came to a standstill, Intrepid became the first global tour operator with scientifically verifiable emissions reduction targets through the "Science Based Targets" (SBTi) initiative. This program independently assesses corporate emissions reduction goals in line with what climate scientists assert is necessary to achieve the Paris Agreement's objectives to limit the global temperature increase to a future of 1.5°C. In this context, Intrepid's gastronomic travel program, "Real Food Adventures," took a significant turn.

When it was originally launched in 2013, only six trips were available. After the pandemic, there are now fifteen tours, with a noteworthy addition. Intrepid also offers "Vegan Real Adventures": travel plans that focus not only on local food but specifically on a vegan diet and emissions reduction in every aspect of the journey. As mentioned earlier, a plant-based diet emits ten to fifteen times less carbon dioxide. The tour operator's approach is pragmatic. Simply abstaining from consuming animal-based dishes already has a significant impact on emissions reduction policy. Other aspects of the journey depend on the context. Therefore, in the Vegan Real Adventure catalogue, it reads: "We understand that some travellers may choose to practice veganism in every aspect of their life, but while we can guarantee that the itinerary's food will be vegan, we cannot guarantee that other aspects, such as accommodation and transportation, will be vegan (for example, sitting on a local bus with leather seats)."

The pragmatism shown in gastronomic tours has been less apparent in the design and promotion of other tours. The Advertising Standards Authority (ASA) recently ordered Intrepid Travel to remove a misleading advertisement. The advertisement featured two women in front of the Giza pyramids in Egypt with the text "Small group adventures that are respectful of people and the planet since 1989." It was part of a November 2022 subway billboard campaign in London. The ASA received a complaint that the phrase "planet-friendly" was misleading regarding the environmental impact of Intrepid's holidays. The ASA



considered the phrase "small group adventures that are respectful of people and the planet" as "an absolute claim," implying "that participation in an Intrepid tour did not cause environmental harm throughout the entire lifecycle."

Intrepid's experience teaches two very important things to those who want to seize the opportunity of interest in sustainable tourism to truly make an impact in gastronomy tourism. Those designing tours and experiences must choose carefully what to focus on. For example, if the goal is to make a real difference in emissions reduction, the focus should be on what is eaten rather than simply eating locally.

The second lesson is that the challenge for marketing professionals, and even more so for creatives, is to find a connection between the emphasis on specific sustainability attributes and the thoughts that cross the minds of potential tourists when planning a vacation. Browsing through Intrepid Travel's catalogue, it becomes apparent that the marketing strategy assumes that there are many attributes to create a sustainable tour, not all of which need to be present at the same time (especially because some are in conflict), and, above all, that sustainability aspects are not always the primary reasons why tourists choose a destination or tour. While it is true that most consumers (tourists) desire more sustainable goods and services, they are generally not willing to compromise on quality and affordability when making their choice.

As Alexis Gauthier, the chef of the renowned Michelin-starred vegan restaurant "Gauthier Soho," writes: "I have decided to dedicate the creativity of my kitchen to contribute to shaping a new French gastronomy, using the classic techniques I was fortunate to learn during my training. The only difference is that now I have chosen to work without animal products."

The cuisine remains the same, the experience is still that of a Michelin-starred restaurant. It's just infused with much more creativity because animal-derived products are not used.



4 | SUSTAINABILITY IN GASTRONOMIC EXPERIENCES



SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

Environmental sustainability as a driver of choice for gastronomic experiences

Sustainability today represents a stimulus for gastronomic travel, influencing the choice of experiences on par with factors such as price, services offered, and quality. It, therefore, represents added value for all operators, from production companies to tour operators, who can enhance their visibility and competitiveness by emphasizing sustainable aspects in their tourism offerings.

While in the previous edition of the Report, attention was focused only on certain types of experiences (visits to production companies, themed tours and events), the current work broadens its focus to encompass the entirety of experiences, highlighting those characteristics that today receive the most attention from tourists.

Environmental sustainability, in its various forms, is a driver of choice for at least 1 in 2 tourists. The possibility of tasting dishes and recipes made from local products – during visits to companies, themed tours, gastronomic events, culinary experiences in restaurants – is the most sought-after and considered element (indicated by 75% of Italians and 77% of gastronomy tourists). It is one of the must-haves for gastronomy-themed vacations. Closely related to this is the use of local suppliers that adopt organic/biodynamic agricultural practices and possess environmental certifications.

It is equally important to emphasize how travellers' attention is directed towards a set of elements that characterize those who offer the experience, even if not directly related to the proposal itself. Responsible and green behaviours such as the adoption of separate waste collection systems (indicated by 73% of Italians and 76% of gastronomy tourists), the use of renewable energy sources (66% and 69%), and water-saving systems influence the final choice of tourists. Mobility (66% and 70%) also plays a critical role, considering that gastronomic experiences often take place in rural areas with limited public transportation. There is a strong need to easily access these places without using private vehicles, which should encourage both operators and destinations to develop intermodal transportation options (e.g., trains and rental bicycles).



SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

The theme of environmental sustainability includes specific tourism proposals. Being environmentally friendly encourages the search for nature-related experiences, from sports activities like food/wine trekking or bike tours (indicated by 54% of Italians and 62% of gastronomy tourists) to regenerative and wellness offerings (52% and 60%).

Given this evident interest, how can environmental sustainability be applied to the gastronomic experience to make it an added value and an actual element of choice? There are numerous best practices that have placed the theme of environmental sustainability at the core of the tourist experience. Not only production companies but also accommodation facilities (such as the Foresteria di Planeta Estate), restaurants (Don Alfonso 1890 in Campania), parks (Archaeological Park of Selinunte), and online communities (Tomorrow's Air) have integrated sustainability into the tourist experience.



SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

CHART 1. Driver of environmental sustainability in the choice of gastronomic experiences. Gastronomy tourists and all Italian travellers. Year 2023.

Question based on a Likert scale with values from 1 (Strongly Disagree) to 5 (Strongly Agree). The table reports values only for response options 4 (Agree) and 5 (Strongly Agree).

	Gastronomy tourists	ALL Italian travellers
The availability of tastings, lunches, and/or dinners based solely on local products	77%	75%
The adoption of separate waste collection systems	76%	73%
The availability of public transportation or ad hoc transportation (e.g., to reach the event, the company, the starting point of the food tour)	70%	66%
The production and/or use of energy from renewable sources only	69%	66%
The use of water-saving systems	69%	66%
The availability of tastings, lunches, and/or dinners based on organic/biodynamic products	69%	63%
Being plastic-free	67%	63%
The adoption of organic/biodynamic farming practices by production companies	66%	61%
The choice of suppliers that adopt organic/biodynamic farming practices	65%	60%
The use of recycled paper for invitations, posters, brochures, etc.	65%	61%
Having projects and/or initiatives that measure the ecological footprint	64%	57%
The offer of outdoor sports activities	62%	54%
The choice of suppliers with environmental certifications (EMAS, etc.)	62%	55%
The offer of well-being proposals related to food (courses, workshops, etc.)	60%	52%
The adoption of environmental certifications (EMAS, etc.)	58%	52%
The presence of electric vehicle charging stations (e.g., at the company, near public parking lots)	56%	47%



Photo credits: travelnewsm.it

ARCHAEOLOGICAL PARK OF SELINUNTE: THE SYNERGY BETWEEN ARCHAEOLOGY AND gastronomy

MARINELLA, TRAPANI

Culinary tourism blends with archaeology, creating unique and sustainable experiences. Places like Selinunte and Pompeii connect history and palate, showcasing traditions and biodiversity. Bees, crucial for the ecosystem, become even more vital in the fight against climate change. The Wine and Flavours Road of the Valley of the Temples in Agrigento combines food, wine, and Greek temples in a sensory experience. The synergy between the past and the present enriches travellers with new meanings and horizons.



<https://parchiarcheologici.regione.sicilia.it/selinunte>



Environmental sustainability

TOMORROW'S AIR: EDUCATION, COMMUNITY, AND INNOVATION FOR A SUSTAINABLE FUTURE

A collective of travellers focused on education and action that follows a multi-phase approach. Education is crucial, integrating learning and awareness into purchases and partnerships. This forms an informed and engaged community dedicated to removing carbon to clean the air, including through innovative solutions like permanent storage and scientific advancements.



www.tomorrowsair.com



Environmental sustainability

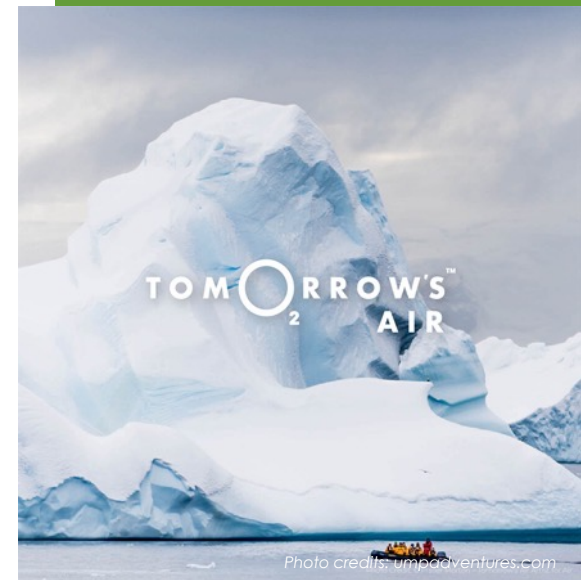


Photo credits: umpadventures.com



Photo credits: scattidigusto.it

DON ALFONSO RESTAURANT: GASTRONOMIC EXCELLENCE AND SUSTAINABILITY ON THE SORRENTINE PENINSULA

MASSA LUBRENSE, NAPLES

In the picturesque setting of Punta Campanella, the organic farm "Le Peracciole," owned by Alfonso Iaccarino, produces high-quality extra virgin olive oil, vegetables, and lemon liqueur for the renowned restaurant "Don Alfonso 1890." The restaurant has adopted sustainable practices such as composting, reducing organic waste by 50%, and achieving a 93% recycling rate. For these reasons, it was recognized by the Municipality of Massa Lubrense as a virtuous business.



www.donalfonso.com



Environmental sustainability

FORESTERIA PLANETA ESTATE: HARMONY BETWEEN LUXURY, HOSPITALITY, AND SUSTAINABILITY

MENFI, SICILY

Planeta Estate's Guest House is an emblem of sustainable hospitality and high quality. By integrating energy efficiency and responsible water resource management, the establishment positions itself at the intersection of elegance and eco-sustainability. The introduction of the "Beach Club" signals a commitment to innovation consistent with the valorisation of the Sicilian coast. This corporate commitment is further emphasized by the new 100% Sicily bottle, made with locally recycled glass in collaboration with the SOSTain Sicily Foundation. Weighing only 410 grams, the bottle significantly reduces carbon footprint, strengthening the company's sustainable profile.



www.planetaestate.it



Environmental sustainability



Photo credits: planetaestate.cdn



Photo credits: [the.googleusercontent.com](https://www.googleusercontent.com)

JORDAN WINERY: A SUSTAINABLE JOURNEY INTO THE WORLD OF WINE HEALDSBURG, CALIFORNIA

The Healdsburg winery offers sustainable experiences through tastings, vineyard tours, and culinary events. The tours include terrace tastings, cellar and estate visits, along with events like pop-up dinners and harvest lunches. Committed to the environment, the winery has obtained various green business certifications and is part of the "Sonoma Green Business" and "Bay Area Green Business" programs. The vineyards are certified as "Sonoma Sustainable," "Fish Friendly Farming," "Ranch Friendly Farming," and "Bee Friendly Farming."



www.jordanwinery.com



Environmental sustainability

PODERACCIO: A MODEL OF SUSTAINABILITY AND REGENERATION IN ORGANIC AGRICULTURE

FIGLINE INCISA VALDARNO, FLORENCE

Poderaccio farm is committed to improving production systems, balancing human activities and the environment through organic farming, wood heating, and solar panels. Poderaccio promotes environmental quality by reducing energy consumption, managing water, promoting recycling, and providing healthy organic food. Certified Bio-Ecological, the facility has obtained ICEA certifications for organic products and seeks to restore the balance between environmental resources and tourist services.



www.agripoderaccio.it



Environmental sustainability



Photo credits: [et.getstatic.com](https://www.getstatic.com)



Photo credits: trebotti.it

TREBOTTI ORGANIC FARM: SUSTAINABILITY AND TASTE IN PERFECT HARMONY IN THE "ECOWINE EXPERIENCE"

CASTIGLIONE IN TEVERINA, VITERBO

In the current gastronomic landscape, the organic farm Trebotti demonstrates the growing importance of sustainability through the "Ecowine Experience" events, which promote a harmonious connection between wine, food, and nature. Biodiversity, responsible production, and environmental stewardship show how palate pleasure and ecological footprint can come together. The "Sunday lunch with the winemaker" fosters dialogue between producer and consumer, creating awareness. Trebotti also values local and organic ingredients, promoting an ethical supply chain.



www.trebotti.it



Environmental sustainability

EUMELIA AGRITOURISM: A SUSTAINABLE AND REGENERATIVE RETREAT IMMERSED IN NATURE

LACONIA, GREECE

The agritourism Eumelia is dedicated to sustainability through regenerative and biodynamic farming practices. The structure is eco-friendly, with bioclimatic architecture and wastewater reuse. Organic food production, the use of geothermal and solar energy, and the adoption of sustainable materials highlight the commitment to the environment. Promoting the local economy, engaging the community, and energy conservation reflect Eumelia's mission. The agritourism encourages eco-conscious hospitality practices for a responsible experience.



www.eumelia.com



Environmental sustainability



Social sustainability



Photo credits: [instagram.com/eumeliafarm](https://www.instagram.com/eumeliafarm)



Photo credits: vii.it

CONTRADA BRICCONI: SUSTAINABLE FINE DINING AMIDST MOUNTAINS AND TRADITIONS

OLTRESSANDA ALTA, BERGAMO

In the heart of the mountains, Contrada Bricconi combines rural tradition and fine dining in an eco-friendly environment. Local and sustainable ingredients reflect a commitment to biodiversity and the environment. Responsible waste and resource management, along with collaboration with the local community, demonstrate a focus on the environment and social inclusion. This establishment highlights that culinary excellence can go hand in hand with sustainability, becoming an experience.



www.contradabricconi



Environmental sustainability



Social sustainability



SOCIAL SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

The role of social sustainability in the choice of gastronomic experiences

The theme of social and economic sustainability strongly captures the attention of tourists, regardless of their motivation and destination. Today, there is a widespread desire to respect the local community, its customs, and traditions, and to ensure that one's vacation benefits the territory and the people who live there. This also applies to gastronomy tourism: participating in food, wine, oil, beer, and other themed experiences becomes a way to support this virtuous process.

Economic and social sustainability is a driver of choice for almost 6 out of 10 Italians. An important concern for travellers is social ethics. 68% of Italian travellers (72% of gastronomy tourists) say they are more inclined to participate in tourism experiences if the operator - the one who organizes and sells the proposal - has projects and initiatives in favour of the local community, 64% (69%) if they employ staff facing difficult situations and adopt ethical management policies (68%). As already emerged for the environmental aspect, everything that a company does to be socially and economically sustainable is positively evaluated and highly regarded by travellers, even if it is not directly related to the tourism experience. It is clear how these aspects deserve to be appropriately highlighted in communication.

Turning our attention to the tourism experience itself, there is a strong desire to purchase products and souvenirs from small local producers such as farms and artisanal food shops (67% and 71%), as well as to visit these places (61% and 68%). Active proposals such as grape harvesting and olive picking are gaining popularity with the public: in addition to allowing tourists to get involved and learn while being in close contact with those who work in the company, these experiences are also a way to support small producers economically.

This interest among travellers in the social aspect encourages us to understand how it is possible to develop tourism experiences that make this aspect an added value for both the company and the tourist. To provide a concrete answer to this question, we wanted to present some successful cases. Antonio Roberto Lucidi (President of Altra Napoli Philanthropic Entity) and Andrea Rigoni (CEO and President of Rigoni di Asiago) will present two



SOCIAL SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

projects that have received the support of UniCredit through the "Made in Italy" program. The first is "Forcella alla luce del giorno," where the redevelopment of the ancient Complex of the Discipline of the Holy Cross and its ancient garden in the Forcella district of Naples has become a lever to combat educational poverty. The second involves the Bisele educational farm in the Asiago Plateau, an excellent example of how it is possible to educate young generations about sustainability through practical activities. Following these, there will be examples of production companies, restaurants, awards, urban vineyards, etc., that have placed the individual at the centre and created proposals through which visitors can fully understand what it means to be socially sustainable.



SOCIAL SUSTAINABILITY IN GASTRONOMIC EXPERIENCES

CHART 2. Drivers of social and economic sustainability in the choice of gastronomic experiences. Gastronomy tourists and all Italian travellers. Year 2023.

Question based on a Likert scale with values from 1 (Totally disagree) to 5 (Totally agree). The table shows values only for response options 4 (Agree) and 5 (Strongly agree).

	Gastronomy tourists	ALL Italian travellers
Having projects and/or initiatives that help the local community	72%	68%
The possibility to purchase souvenirs/products from small local producers	71%	67%
Employing staff facing economic and/or social difficulties	69%	64%
Adopting ethical policies in company management (e.g., personnel)	68%	64%
Using suppliers who have faced or are facing economic and/or social difficulties	68%	64%
The opportunity to visit places such as shops, companies, ... related to the gastronomic field run by people who have faced ...	68%	61%
The opportunity to live in the local community, spending a day with local producers	68%	61%
Having projects and/or initiatives that assist disadvantaged groups (even NOT from the local community)	66%	60%
The possibility to participate in initiatives related to ethical and sustainability issues (events, exhibitions, ...)	65%	57%



"FORCELLA... IN THE LIGHT OF DAY» PROJECT

ANTONIO ROBERTO LUCIDI

It is a project that combines history, culture, and inclusion, with tourism playing a significant role. In one of the neighbourhoods that was the heart of the birth of Neapolis but has deteriorated over time, an initiative has been launched. This initiative, focusing on the young people of the area, aims to reclaim and restore abandoned monumental spaces, which unfortunately are not well-known. At the same time, it intertwines with the rich and ancient gastronomic tradition, customs, and practices to recover and introduce them to tourists as a means of growth.

The project, centred in a deteriorated neighbourhood, serves as a stronghold in the fight against educational poverty and as a bastion of legality to counteract illicit activities and organized crime. It has turned a dream into reality, challenging stereotypes to demonstrate that everything can be transformed starting from culture in its broadest sense. It empowers young people to be agents of change. The project received support from UniCredit through the "Made4Italy" program.

Within the broader revitalisation efforts in the Forcella neighbourhood, there is the "La Porta dei Sogni" project, which opens the doors of hope for its residents. This includes the restoration of the ancient Complex of the Disciplina della Santa



Photo credits: L'Altra Napoli

Croce, located at the heart of the neighbourhood and comprising a church, an ancient garden, and an apartment.

Inside the church, the ancient Retablo depicting the Deposition of Christ has been repositioned. Until shortly before its reopening, it was stored in the Museo di San Martino, revealing a hidden gem in the heart of Forcella. The garden, which is the only green space in the neighbourhood, was once abandoned but has been fully restored. The restoration process began with tending to the greenery, revitalizing the soil, hedges, trees, and planting flowers. It has now been given to the children, where they can play and participate in socio-educational workshops.

The adjacent apartment to the church, known as "La Casa della Musica" (The House of Music), has also been restored and is dedicated to the youngest members of the Piccola Orchestra di Forcella. Thanks to UniCredit's support through the Ethical Card, they were able to acquire musical instruments that have allowed them to conduct both individual and orchestral lessons regularly.

The entire project, along with all of Altra Napoli's interventions in the area, such as the revitalisation of "La Casa di Vetro" (The Glass House), a former glassworks facility of 700 square meters fully refurbished and transformed into a beautiful educational centre, is carried out with a sustainability perspective. It aims to actively address the ongoing environmental crisis. Just as the elderly used to have the habit of reclaiming even the most damaged objects, Altra Napoli breathes new life into places to offer them to the youngest generation, providing them with opportunities for employment whenever possible.



THE BIO-DISTRICT BIOALTOPIANO

ANDREA RIGONI

The Bio-District BioAltopiano was established in 2017 through collaboration among the organic companies in the Altopiano dei Sette Comuni territory, key sectors (commerce, tourism, catering), public administrations, research entities, and technicians. Its common goal is to make the organic system the foundation of a sustainable future.

Since its formation, based on AIAB guidelines, the bio-district has brought together all stakeholders in the territory and is ready for regulatory recognition, in accordance with National Law 92/2022 establishing organic districts and Regional Deliberation no. 786 of 27/06/2023, which introduces the concept of an organic district as a local production system. The organic district supports producers and creates synergy within production chains, enhancing territorial specificities and aiming to develop new innovative chains.

In line with the regulations, BioAltopiano, through its district plan, pursues the following objectives:

- Promote the transition to organic production and encourage the sustainable use of natural and local resources in agricultural production processes.

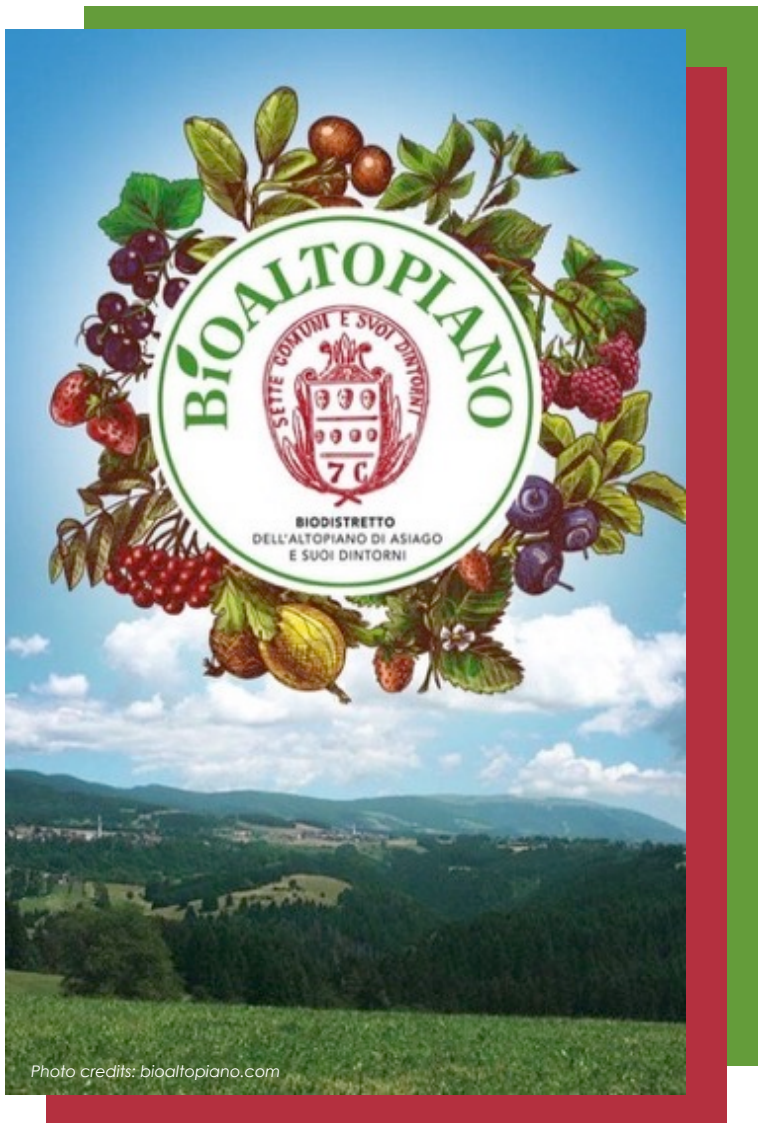


Photo credits: bioaltopiano.com

The bio-district has worked extensively on this goal over the years, including the development of a group certification project for permanent pastures, carried out in collaboration with Valoritalia, an accredited certification body, and the Respectable Mountain Union of the Seven Municipalities, in compliance with Article 36 of the organic regulation (EU) 2018/848. With the participation of over 70 companies in 2023, an important increase in organic farming land has been achieved. The BioAltopiano territory was the first to recognize the importance of organic certification, which allows for pasture management control and directed appreciation for citizens and tourists. Along these lines, the next objective the bio-district sets for itself is to maintain the achieved organic agricultural land, extend group certification to permanent pastures, and develop sustainable livestock farming.

- Promote sustainable and conscious tourism. The commitment is aimed at developing the culture, hospitality, and sustainable and conscious tourism and related services, with the perspective of strengthening the territorial offering through the following actions: raising the skills of operators in environmental, cultural, and gastronomy tourism; safeguarding and highlighting existing routes, with special emphasis on the mountain hut trails in anticipation of their UNESCO recognition; promotion of certified sustainable tourism, both at the company and territorial levels; defining an integrated communication plan.



Photo credits: bioaltopiano.com

- ❖ Contrasting climate change and safeguarding ecosystems. In the context of environmental conservation, the bio-district aims to expand the knowledge base on the state of the art and contribute to climate change mitigation through the following actions: Biodiversity conservation; soil fertility preservation and restoration; carbon credits; rational water resource management; application of the Covenant of Mayors, principles contained in covenants for sustainable energy and climate, and low carbon certification; renewable energy communities; energy from renewable sources; circular economy; sustainable community certification pathway.
- ❖ Guiding the economic system towards innovation and sustainability through participatory research projects involving companies and the dissemination of innovative practices. The bio-district participates in research and development projects and collaborates with public and private entities. In this context, some projects for the protection of the forest ecosystem have been carried out. In the pursuit of recovering lost environmental and economic value, many members of BioAlttopiano, supported by French and Spanish partners, have carried out an ambitious innovative and experimental reforestation project that has received funding from the European Union. Thus, the Life Vaia project was born (led by Rigoni di Asiago Spa), which also involves the tourism and gastronomy sector through: Production of jams from small fruits from plants sown in the forest; honey production from beehives placed in the affected areas to promote forest regeneration; the possibility to taste dishes prepared with



Photo credits: bioaltopiano.com

edible plants planted in the Life Vaia project sites at some restaurants; the opportunity to visit the project sites, easily accessible on foot or by mountain bike, and activities and workshops aimed at raising environmental awareness are also planned.

BioAltopiano also promotes experimental and demonstrative activities at the local level with the Rural Development Program to create new opportunities for the local economy.



THE T21 BEER: SOCIAL INCLUSION AND SUSTAINABILITY IN CELEBRATING DIVERSITY

PALERMO, SICILY

T21 Beer, created by young individuals with Down syndrome, is a brilliant example of social sustainability and inclusion. By involving these young individuals in every stage of production, it promotes a fair working environment, breaks down prejudices, and raises awareness about diversity. Beyond employment, it fosters integration and donates a portion of its profits to support individuals with disabilities. T21 Beer is more than just a craft beverage; it represents a vehicle for promoting positive social change within the food industry.



www.sport21sicilia.it/sosteniamoci-insieme



Social sustainability

TOAST ALE BREWERY: SOLIDARITY BEER FOR A SUSTAINABLE FUTURE

LONDON, UNITED KINGDOM

Toast Ale uses surplus bread to produce beer, replacing barley and reducing environmental impact. The results include CO2 savings, land regeneration, and water conservation. Profits are donated to charity, providing meals and supporting food system change. Toast Ale is a social enterprise, a certified B Corporation, with principles of fairness and employee involvement as if they were owners. The circular approach and social activism make the company carbon-neutral.



www.toastale.com



Social sustainability

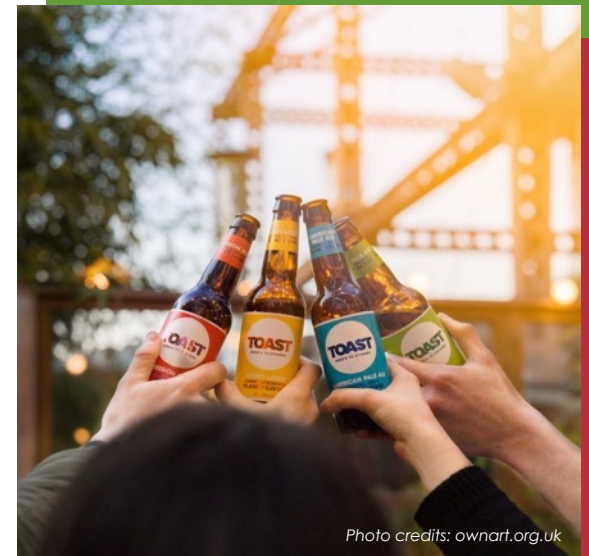


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BLUE HILL AT STONE BARNES: DAN BARBER AND THE SOCIAL GASTRONOMIC SUSTAINABILITY REVOLUTION

POCANTICO HILLS, NEW YORK

Sustainability is transforming the culinary industry through figures like Dan Barber of Blue Hill. His evolution reflects the central role of chefs in shaping a sustainable future. The chef residency program at Blue Hill goes beyond generosity, symbolizing a genuine commitment to sustainability. From ingredient choices to waste management, Barber integrates sustainability into every aspect of the operation, demonstrating that it is a vision that requires tangible actions and collaboration.



www.bluehillfarm.com



Social sustainability

AMAL: A REFUGE OF HOPE AND INDEPENDENCE FOR MOROCCAN WOMEN

MARRAKECH, MOROCCO

The social enterprise Amal provides a safe haven for Moroccan women, aiming to enhance their independence. Since its foundation in 2013, over 300 women have been trained, with an 80% employment rate. Moreover, the company values the traditional know-how of Moroccan women and offers culinary training, employment in the social gastronomy restaurant, high-quality cooking classes, and catering services, including opportunities for deaf women.



www.amalnonprofit.org



Social sustainability



Photo credits: instagram.com/amalnonprofit/



Photo credits: [finedininglovers.com](https://www.finedininglovers.com)

"BASQUE CULINARY WORLD PRIZE": CELEBRATING GASTRONOMIC AND SOCIAL TRANSFORMATION

SAN SEBASTIÁN, SPAIN

International chefs are expanding their role beyond the kitchen, becoming forces for social change. The "Basque Culinary World Prize" celebrates this evolution, highlighting their positive impact on society. Inspired by pioneers like Dan Barber and José Andrés, the winners can allocate 100,000 euros to an initiative that exemplifies the transformative power of gastronomy, confirming that cuisine has become a powerful force for global change.



www.basqueculinaryworldprize.com



Social sustainability

CASCINA SAVINO: CULTIVATING CONNECTIONS AND RECONNECTING EXPERIENCES IN THE HEART OF APULIA

FOGGIA, APULIA

Cascina Savino, an innovative agricultural company in the Tavoliere di Puglia, adopts a cultivation approach centred on connections and relationships. In collaboration with various professionals, it has created cultivated spaces focused on hospitality and sharing. This endeavour aims to directly connect farmers and consumers, adding value to production and fostering a sense of community. Among the various ongoing projects is "Vazapp," a rural hub created by Giuseppe Savino with the goal of collecting data and promoting cooperation among farmers. Activities like aperitifs among the sunflowers and cultural gatherings enrich the company's offerings. Cascina Savino provides a model of agriculture that nourishes the body, mind, and community.



www.facebook.com/cascinasavino



Social sustainability



Photo credits: [instagram.com/cascinasavino/](https://www.instagram.com/cascinasavino/)



Photo credits: fortyhallvineyard.com

FORTY HALL FARM: ECO-THERAPY IN THE VINEYARD

LONDON, UNITED KINGDOM

Forty Hall Vineyard is a productive urban vineyard where volunteers enhance their physical and mental health through socialisation, fieldwork, and wine production. In addition to providing refuge and social connection, participants develop skills, improve their physical and mental well-being, and contribute to the local community through their work. The FHV ecotherapy is supported by the National Lottery Community Fund with training courses and visits. Unfortunately, this project is currently at risk and needs to secure funding.



www.fortyhallvineyard.com



Social sustainability

HORT COOPERATIVE SOCIETY: AGRONOMIC, ACCOMMODATION, AND EDUCATIONAL EXPERIENCES IN CONTACT WITH NATURE

ANCONA, MARCHE

The Cooperative HORT, born as a spin-off of the Polytechnic University of Marche in 2011, offers agronomic and naturalistic services with technical, recreational, and educational purposes. Activities are divided into various categories, such as excursions, gardening activities, and corn mazes, aimed at both children and adults. With a multidisciplinary team, HORT is involved in research, design, and recreational activities in contact with nature, promoting social agriculture and sustainability.



www.hort.it



Social sustainability



Photo credits: hort.it



Photo credits: ristorazioneitalianamagazine.it

VENISSA RESTAURANT: THE CHALLENGE OF INVASIVE FISH

VENICE, VENETO

The Venissa restaurant in Venice stands out for its gastronomic sustainability, innovating with dishes based on invasive fish species. This choice creates a link between cuisine and marine conservation. Local sourcing reduces the environmental impact, while the valorisation of traditions and the protection of natural heritage complete the restaurant's commitment. Venissa represents an inspiring example of how culinary innovation can contribute to environmental sustainability, turning challenges into opportunities and offering a tasty culinary journey towards a better future.



www.venissa.it/ristorante



Social sustainability



5 | SUSTAINABILITY *IN DESTINATIONS*



SUSTAINABILITY IN DESTINATIONS

Being sustainable means aspiring to create lasting environmental, economic, and social value and seeking a continually improving balance between the current and future benefits and costs arising from tourism. Promoting sustainability, therefore, means enhancing the competitiveness of a region.

The promotion of food and wine in tourism can contribute to achieving this ambition and generate impacts on both socio-cultural aspects (such as the preservation of tangible and intangible heritage) and economic aspects. Government bodies have the task of leading a change process that is primarily cultural. All the stakeholders involved – tourism operators, producers, residents, and tourists – must be aware and feel involved for this ambition to become a reality.

There are two key aspects to understand here: from the demand perspective, what is the role of sustainability in choosing a travel destination; from the supply perspective, what strategies can be implemented at the destination level to promote the sustainable development of food and wine tourism offerings.

Sustainability and destination choice

To better understand what it means to be a sustainable destination, it is important to understand the relevance of this aspect for tourists. Today, there is a strong focus on the presence of specific services. First and foremost, the presence of green accommodation facilities is considered an important factor in choosing a travel destination by 77% of Italians (and 83% of food and wine tourists). Following this, in decreasing order of importance, there is the possibility of reaching the destination with less impact on the environment (69% and 76%), the availability of bike paths and related rental points (56% and 68%), and trains to nearby areas that allow the transport of bicycles (56% and 67%).

In addition to the presence of specific services, Italian travellers assess whether the destination is less crowded and/or distant from traditional circuits. This characteristic, deemed important by nearly 8 out of 10 Italians, is a recurring element in food and wine tourism, as producers (and their experiences) are often located in rural areas.



SUSTAINABILITY IN DESTINATIONS

It should be adequately emphasized to represent a competitive advantage rather than a deficiency.

CHART 1. Sustainability drivers in destination choice. Gastronomy tourists and all Italian travellers. Year 2023.

Question based on a Likert scale with values from 1 (Not at all important) to 5 (Extremely important). The table displays values only for response options 4 (Important) and 5 (Extremely important).

	Gastronomy tourists	ALL Italian travellers
The presence of green accommodations (hotels, B&Bs, ...)	83%	77%
The possibility to reach the destination using the least polluting means of transportation (e.g., train instead of plane)	81%	77%
The possibility to reach the destination using the least polluting means of transportation (e.g., train instead of plane)	76%	69%
Being a plastic-free destination	68%	60%
The presence of cycling paths and bike/e-bike rental points	68%	56%
The presence of a railway line for train+bike excursions	67%	56%



SUSTAINABILITY IN DESTINATIONS

What can destinations do to be sustainable?

Supporting the Sustainable Development Of The Offer

It is desirable for destinations to promote measures aimed at increasing the adoption of sustainable approaches in products, services, and gastronomy tourism experiences. This translates, for example, into the development and/or implementation of intermodal transport systems to discourage the use of private vehicles, the construction and maintenance of public infrastructure for outdoor activities in rural areas, support for the dissemination of environmental, social, and economic sustainability standards among businesses in the supply chains and at the territorial level through training and consultancy, and the management of peak tourist flows.

It is clear that such an approach needs to be promoted and guided at a high level in order to yield concrete benefits. In Europe, the national tourism authorities of Ireland (Failte Ireland) and the UK (Visit Britain) have recently expanded their scope, positioning themselves as authorities – not solely focused on promotion. This has led them to facilitate the sustainable development of public and private tourism offerings through fund management and oversight. France, Spain, and Portugal have adopted a different approach. Starting from the high fragmentation and transversality of the tourism industry, they have decided to use and adapt specific decarbonisation measures contained in the European Recovery and Resilience Facility (RRF). This means that businesses and public entities operating in tourism have access to grants to decarbonize their activities.

In Italy, the establishment of the "Sustainable Tourism Fund" is recent (March 2023) and pursues three main objectives. First, to strengthen major cultural destinations through the promotion of sustainable tourism, the mitigation of tourist overcrowding, the creation of innovative tourist itineraries, and the deseasonalisation of tourism. Secondly, to promote ecological transition in tourism, with actions to promote intermodal tourism according to emission reduction strategies for tourism. Finally, to support accommodation facilities and tourism businesses in activities aimed at obtaining sustainability certifications. The measures are intended for tourism



SUSTAINABILITY IN DESTINATIONS

businesses and accommodation facilities (including non-commercial ones) and have a total budget of 25 million euros for the period 2023-2025.

Implementing Sustainability measurement systems

Those responsible for governing tourism – regardless of the level (national, regional, or local) – are called upon to orient and guide the process of sustainable development by acting as facilitators between the public and private sectors. This approach, known as "Destination Stewardship" and promoted by some global organisations such as the World Tourism and Travel Council, leads to the development of a shared agenda of objectives and actions to support the offering in the short and long term. In this process, it is highly recommended to establish measurement systems. The difficulties in creating sets of indicators to measure the achievement of sustainability goals are well known, as there are numerous aspects to be measured and the data analysis is complex. Additionally, there are high management costs and the need for appropriate expertise, which destinations often lack internally. The World Tourism Organisation and the European Commission have been working for years to create an effective and efficient set of indicators. In the meantime, destinations can turn to monitoring systems developed by third-party entities, such as: the "Sustainable Tourism Index" developed by The Economist; indicators developed by Euromonitor International at the national level; or systems like Mabrian Technologies and Data Appeal that measure sustainability at the local level. Despite their limitations (often, these indicators only measure certain dimensions, and not always in a relevant way), the adoption of these tools can represent a first step and raise awareness on the topic.



SUSTAINABILITY IN DESTINATIONS

Promoting and communicating sustainability

In addition to actions supporting the development of offerings and monitoring, it is essential to promote and communicate sustainability. In recent years, many national tourism boards have focused their campaigns on this element, which, as also shown in this report, is increasingly important to the public. The German National Tourist Board prominently features sustainability and sustainable travel on its Feel Good – Sustainable travel in Germany website.

Detailing what a destination can do to increase its visibility as a sustainable destination, here are some possible actions:

- Conduct advertising campaigns that enhance the perception of the destination as a sustainable tourism spot while promoting lesser-known areas such as rural ones.
- Establish new awards or give more prominence to existing ones that highlight sustainable practices in tourism and gastronomy.
- Launch communication projects that highlight operators in the tourism and gastronomy sectors who have achieved concrete results in terms of sustainable tourism (e.g., short videos for social media).
- Create a dedicated page on the destination's website describing the adopted approach and showcasing sustainable offerings.
- Collaborate with operators and platforms that help tourists make more sustainable choices.
- Actively participate in national and international partnerships on the topic.

Numerous destinations have focused on gastronomy and sustainability to strengthen their positioning and gain a competitive advantage. Greg Richards (professor at Tilburg and Breda universities and a leading expert in creative tourism) will present an overview of what is happening internationally in the field of sustainable



SUSTAINABILITY IN DESTINATIONS

gastronomy, particularly focusing on what UNESCO Creative Cities for Gastronomy are doing. We will then showcase successful cases of tourist destinations that have added value by emphasizing gastronomy and sustainability. Bruna Caira (Project Manager at Experience Valdichiana Senese) will illustrate how the certification process undertaken by wineries in the Sienese territory with the adoption of Equalitas has resulted in the creation of tailor-made tourist experiences that have received excellent public feedback. Giovanni Ferrero (Director of CPD – Consulta per le Persone in Difficoltà) will describe the activities that the "Turismabile" project – supported by UniCredit through the "Made4Italy" program – is implementing to make the Langhe and other Piedmont territories accessible to everyone, in other words, a truly inclusive destination. Emma Taveri (CEO of Destination Makers) will present the territorial marketing campaign "Recharge Nature," capable of attracting thousands of applications from around the world to experience a fully disconnected stay in a refuge in the Dolomiti Bellunesi.

**TOWARDS SUSTAINABLE
GASTRONOMY: A LOOK AT
WHAT'S HAPPENING
AROUND THE WORLD**

GREG RICHARDS


**Roberta Garibaldi**
WINE • FOOD • TOURISM

Today, sustainable gastronomy has gained significant international visibility, particularly after UNESCO's push for its valorisation and promotion. In addition to the "Creative Cities of Gastronomy" network created in 2004 by the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the United Nations General Assembly designated June 18th as Sustainable Gastronomy Day (Resolution A/RES/71/246, December 21, 2016). This decision recognized gastronomy as an expression of cultural heritage and a value for cultural diversity and biodiversity. It also reflects UNESCO's increasing recognition of gastronomy as a manifestation of intangible cultural heritage.

In the "Creative Cities of Gastronomy" initiative, gastronomy is primarily viewed as a cultural phenomenon, with an emphasis on cultural aspects related to sustainability, although social and environmental issues are also addressed. It can be said that the UNESCO network has contributed to increasing the visibility and awareness of sustainable practices related to gastronomic heritage. In this focus, we will explore some initiatives undertaken worldwide.

The goal of the network is to capitalize on the potential of gastronomy for creative and sustainable urban development by promoting innovative ideas and experiences. The criteria for recognition include respect for the environment and the promotion of local productions. However, sustainability assessment is rarely included in the programs initiated by individual cities. Recent research conducted in Brazil highlights how the designation is primarily seen as a brand capable of enhancing the destination's attractiveness but with few concrete implications for sustainable development.

Certainly, there are examples that demonstrate otherwise. The city of Tucson, Arizona, USA, has leveraged the designation to place culture and creativity at the heart of sustainable urban development policies. This intention translates into the evaluation of food biodiversity in the city in terms of accessibility and affordability, the enumeration of healthy eating education programs, and the provision (at discounted prices) of biodegradable food containers to foodservice businesses instead of polystyrene ones.



Furthermore, the city of Tucson is launching a project to certify and promote restaurants that use local products, serve traditional dishes, and have adopted environmentally and socially responsible practices. To enhance the resilience of the food system to climate change, it is stimulating the development of an assessment framework and replicable solutions that can be used in other urban contexts characterized by rapid warming and aridification. Additionally, the "The Residency" establishment has been opened to encourage the exchange of sustainable best practices. This restaurant features rotating chefs from other Creative Cities of Gastronomy who experiment with new dishes based on Tucson's culinary culture.

In Sweden, sustainable gastronomy is supported through the "Country Becomes a Restaurant" initiative. This involves creating culinary experiences in nature, where four Michelin-starred chefs prepare traditional dishes using local ingredients. There is a dedicated website accessible at the link <https://visitsweden.com/edible-country/tables/> where these offerings can be booked in various locations in the Scandinavian country.

In the Netherlands, the "Low Food" program aims to measure the carbon footprint of restaurants to promote sustainable gastronomic practices. This evaluation system includes measuring the restaurant's energy and water consumption, as well as the environmental impact of its suppliers. Dutch restaurants are also striving to obtain the prestigious Michelin Green Star recognition, with 15 establishments currently holding this accolade. The Chamber of Commerce has taken steps to provide support to businesses in adapting to new regulations and making their operations more sustainable. It has developed and disseminated a series of operational guidelines on topics such as sustainable finance, green transportation, waste and food waste management, increasing sustainability in products and services offered, and reducing energy consumption, which is particularly relevant given rising energy costs. Some establishments have gone a step further towards circularity. An example is the "Green House" in Utrecht, a "circular" restaurant that uses locally sourced ingredients and produce from its own urban farm. The building housing



the restaurant was constructed following principles of reversible and circular architecture, with elements that can be reused or recycled.

Unfortunately, the Netherlands is not a blissful island in this regard. The "Netherlands Sustainable Hospitality" platform ceased to exist after ten years of activity because it was unable to develop an economically sustainable business model. This example clearly shows how much progress still needs to be made before sustainable gastronomy becomes a widespread paradigm. In the country, there is an additional constraint: the Dutch often associate sustainable gastronomy with gourmet restaurants frequented by the affluent classes and not as an integral part of their culinary culture. This lack of cultural sustainability is likely one of the reasons for the economic unsustainability of some initiatives.

In Brazil, a recent study on the effects of initiatives developed in the city of Florianopolis following its recognition as a "Creative City of Gastronomy" showed limited progress in terms of sustainability. For the "International Gastronomy Day," workshops dedicated to food and seminars with debates among professional chefs, entrepreneurs, and students on sustainability were organized. However, little attention was given to issues such as equity, well-being, and the conditions of those working in the food supply chain, demonstrating that sustainability initiatives primarily focus on the environment and not on society and culture.

In this focus, we have seen some sustainable gastronomy initiatives. A closer look suggests that, despite their validity, sustainability is still too often seen only from an environmental perspective, with businesses more inclined to reduce waste and inefficiencies. Therefore, we must work to ensure that social and cultural aspects become part of sustainable menus.



GASTRONOMY TOURISM IN VALDICHIANA SENESE AND THE VALUE OF THE EQUALITAS SUSTAINABILITY BRAND

BRUNA CAIRA

The Wine Route of Vino Nobile di Montepulciano and the Flavors of Valdichiana Senese focuses on enhancing and promoting the beauty and diversity of Valdichiana Senese, a region in southern Tuscany that includes the municipalities of Cetona, Chianciano Terme, Chiusi, Montepulciano, San Casciano Bagni, Sarteano, Sinalunga, Torrita di Siena, and Trequanda. This network includes, in addition to local authorities, 170 private members, including wineries and producers of local gastronomic excellence, restaurateurs and wine merchants, professionals in the hospitality and spa sector, as well as associations and consortia active in the region. Within the Wine Route, Valdichiana Living operates as the official incoming agency for the destination, offering experiences and tours that highlight everything that makes this territory unique, with a particular focus on activities that have a positive impact on the environment and society. The wineries of the Vino Nobile di Montepulciano DOCG appellation have made significant efforts in this regard, including the achievement of the Equalitas certification, promoted by the Consorzio del Vino Nobile di Montepulciano and obtained in 2022.

Equalitas assesses the environmental, social, and economic quality of wine production through quantifiable indicators with external measurements and evaluations. To make the analysis



framework as comprehensive as possible, it also assesses the work done at the product, company, and territorial levels. Water footprint, carbon footprint, worker training and rights, and investment in innovation are just some of the areas evaluated by the organisation.

The path taken in this direction is also fundamental from a wine perspective. Indeed, the experiences offered in the territory, while respecting social and environmental values, raise awareness among tourists about the impact of their choices. Valdichiana Living's offering reflects a different travel philosophy aimed at valorising rural areas through tourism. The proposed offering involves small local businesses and companies with the goal of preserving local identity and safeguarding the gastronomic tradition. These are slow experiences, in contact with producers and local communities; wineries become hubs for welcoming and meeting travellers who can discover the details of the product's production process and engage with those who oversee the journey from the vineyard to the glass.

- Wine tours of small Nobile di Montepulciano producers: an experience for true connoisseurs, discovering two wineries with an annual production of 50,000 bottles or less. This allows guests to appreciate the care and attention that small producers dedicate to each bottle. In addition to the tasting, a platter of local products from km 0 is also offered.



- Electric bike tour of Vino Nobile di Montepulciano: a Vino Nobile tour where the journey itself becomes a discovery and an adventure. Riding an electric bike, you traverse the historic centre of Montepulciano before reaching the surrounding countryside roads and exploring local vineyards. It is then possible to have a tasting at the winery paired with typical local flavours.

The experiences offered enable the creation of a different dialogue with guests, conveying the message of sustainability in a more in-depth manner and demonstrating the importance of the contribution it can make through their choices. This is part of a broader journey in which the work of the Strada and Valdichiana Living intertwines with the virtuous actions taken by its members with the aim of reducing the impact of tourism on the territory, both environmentally and socially, thus enhancing the experience of guests and host communities.



«TURISMABILE» PROJECT

GIOVANNI FERRERO

The theme of social sustainability is central to the initiatives undertaken by CPD - Consulta per le Persone in Difficoltà ODV ETS. Since 2007, the Tourism for All sector of CPD has been active through the "Turismabile" project in improving the accessibility and usability of tourism in Piedmont and promoting Piedmont as a destination for all.

This is a unique initiative in Italy that redefines Tourism for All in a new sense: not just an accessible hotel, but an entire territory in which stakeholders cooperate to increase the usability of their resources, an action considered as a fundamental and essential element of the quality of the offered services.

Currently, "Turismabile" is operational with various projects in the Piedmont region, ranging from the Langhe area to the Biellese Alps region. In practice, each project follows a development plan characterized by the following phases:

- Training and awareness on accessibility and usability, hospitality, and inclusive tourism promotion.
- Assessment and evaluation of the accessibility of events and tourist resources from an inclusive perspective.



Photo credits: turismabile.it

- Drafting improvement plans for accessibility and usability for facilities and destinations.
- Conceptualizing and promoting tourism proposals for All in collaboration with specialized incoming tour operators.

What unites these projects is the systemic approach adopted, which aims to involve all the actors in the tourism supply chain of a specific area, create a network, and work to develop this network with a focus on accessibility for all.

For this reason, the theme of the accessibility chain is of central importance. An accessible hotel alone is not a sufficient reason for a vacation for anyone. On the contrary, it is essential that every link in the tourism chain is trained and prepared to welcome a guest with specific needs, to provide them with an unforgettable experience and instill in them the desire to return.



RECHARGE IN NATURE

EMMA TAVERI

"Recharge in Nature" is a territorial marketing campaign born with the aim of revitalizing the Dolomiti Bellunesi territory following the Vaia storm of 2018. Its goal is to create and promote a more sustainable and nature-friendly tourism offering. It began with a co-design process involving the local community to share the importance of the theme, raise awareness among operators, and jointly identify a new offering dedicated to sustainable tourism and the well-being generated by nature.

"Recharge in Nature" used marketing as a tool to spotlight the destination and the need for a rethinking of tourism following the climatic event. It launched an international call to find 10 pioneers of recovery through nature recharge. The communication was aimed at a target audience of highly stressed individuals and offered the opportunity to support the local community and experience a transformative 5-day nature recharge in a cellphone-free refuge.

The news went viral, with over 19,000 applications from around the world, numerous articles, and media coverage. During the transformative experience, participants were accompanied by a psychologist who monitored the improvement in their psychophysical well-being generated by immersion in nature,



giving back and working together through small volunteer activities.

The success of the first edition and the significant media coverage, resulting in visibility for the territory and the theme, led to a second edition of the project with the "Recharge Nature" campaign. This decision also took into consideration the increasingly frequent and destructive climatic events. The aim was to capitalize on what had been achieved and strengthen the destination's path as a promoter of a necessary rethinking of tourism in terms of sustainability. This was achieved by celebrating a return to nature and emphasizing environmental awareness. The goal was to reintroduce to tourists, the local community, and operators the benefits of respecting and caring for the natural landscape, even within the messages conveyed through territorial marketing.

Through a deliberate provocation, namely the search for the "world's worst tourist," the campaign intended to reach all those who are still indifferent to the need for more sustainable behaviours and travel practices.

The campaign, which sought to find the "worst tourist," offered, as a "prize," a re-educational journey with a strong physical and psychological impact to stimulate reflection in the participant and those who would follow the initiative. It aimed to highlight the value and scarcity of natural resources, their use, and the all-too-frequent waste. The underlying spirit of the campaign emphasized the need to take concrete actions for the benefit of the planet, emphasizing awareness of the impact that individual



choices, even during travel, have on the environment.

Through an open call for terrible travellers, among the hundreds of applications received, the protagonist was selected to experience, during September 2023, 5 days of "extreme" vacation in a mountain village with only one inhabitant in the Heart of the Dolomiti Bellunesi. This experience included survival experiences in nature, conversations with sustainability experts, meetings with the local community to rediscover simple and sustainable traditions, and support from a sustainability coach. Due to the importance of the message and the creativity with which it was approached, the campaign will be turned into a television production airing in prime time on RAI3.



Photo credits: assolombarda.it

CERTIFICATIONS OF SUSTAINABILITY FOR TOURISM AND EVENTS BUSINESSES CCIAA MILAN, MONZA, BRIANZA, LODI

The call for sustainability certifications, promoted by the Milan Chamber of Commerce, supports both SMEs (Small and Medium-sized Enterprises) and large companies in adopting eco-friendly and responsible practices. These certifications cover areas such as energy, efficiency, and sustainable procurement. The initiative aims to raise awareness about environmental and social challenges while offering funding and incentives to encourage commitment to sustainability. Certified companies not only demonstrate a commitment to the environment but also gain competitive advantages. The call promotes positive change, innovation, and collaboration among businesses, building a sustainable entrepreneurial network.



www.milomb.camcom.it



Environmental sustainability

"EDIBLE COUNTRY": GASTRONOMIC EXPLORATION IN SWEDISH NATURE SWEDEN

In Sweden, the "Edible Country" project has been launched, featuring a gourmet restaurant located near forests and lakes. In collaboration with Michelin-starred chefs, menus inspired by local ingredients have been created to offer a Swedish culinary experience. The DIY gourmet dinner involves the art of cooking dishes using ingredients from the Swedish countryside, requiring only minor additions such as salt, butter, and honey. The menus represent seasons and regions, relying on locally-sourced ingredients.



<https://visitsweden.com/edible-country>



Environmental sustainability



Photo credits: s3-eu-north



Photo credit: vita.it

"ACQUAFRESCA": ELIMINATION OF PLASTIC BOTTLES ON PROCIDA PROCIDA ISLAND, NAPLES

The ecological initiative "AcquaFresca" in Procida promotes the suspension of the sale of water in plastic bottles by bars, restaurants, beach clubs, and now also hotels and charter companies. Instead, the use of tap water dispensers is encouraged, with more affordable prices. The association "Procida Coraggiosa" is leading the change, involving 28 businesses. Customized stainless steel thermal bottles are offered at affordable rates for those who don't have one. The project is managed by young residents of Procida.



www.facebook.com/procidacoraggiosa



Environmental sustainability



6 | COMMUNICATING *SUSTAINABILITY*



COMMUNICATING SUSTAINABILITY

The success of individual experiences and destinations also depends on their ability to be present in the traveller's mind. If sustainability is not adequately communicated clearly, immediately, and transparently, the tourist will not be able to grasp and appreciate this added value – which, as seen, is increasingly important in the decision-making process.

Communication serves another equally fundamental function: it builds trust. Transferring to the tourist the initiatives and activities in progress, as well as the values that guide them, reduces distrust (which is growing today towards sustainability), increases attention, engages the tourist, and ultimately stimulates them.

This flow of information begins before the experience: potential tourists want to perceive that what is offered is genuinely sustainable. Hence, 64% of travellers in the Beautiful Country (69% among gastronomy enthusiasts) consider it important to highlight in communication what is done for people and the planet, not just profit. This message should be adequately promoted on various media (website, social networks, ...).

To engage the tourist even more, it is advisable to continue this narrative during the experience, delving into or emphasizing different elements. Italians would like to know in detail the techniques used to minimize environmental impacts, projects, and initiatives for the well-being of staff and the company. The visit also becomes the ideal time to discover the nutritional values of products: 6 out of 10 Italians would like to have this opportunity, which they consider useful for making correct dietary choices in everyday life.

Among the various examples of success, we wanted to choose two promotional campaigns for less-known destinations in terms of their gastronomy – Peru and Slovenia – but which have been able to reinvent themselves by focusing on this element and the close connection with sustainability.



COMMUNICATING SUSTAINABILITY

CHART 1. Sustainability drivers related to communication in the choice of food and wine experiences. Gastronomy tourists and all Italian traveller. Year 2023.

Question based on a Likert scale with values from 1 (Not important at all) to 5 (Extremely important). The table reports values only for response options 4 (Important) and 5 (Extremely important).

	Gastronomy tourists	ALL Italian travellers
Highlighting (in communication and activities) people and the planet over profit	69%	64%
The ability to receive information during the experience about techniques used to have a lower impact on the environment	67%	60%
Receiving information during the experience about ethical choices, ongoing projects, and initiatives	67%	62%
The ability to receive information during the experience about nutritional values and psychological well-being for making informed choices	67%	60%
Media communication about sustainability-related initiatives and projects	62%	55%



CEVICHERÍA FOR PERU: VALORISATION OF PERUVIAN CUISINE

PERÚ

This promotional campaign aims to promote ceviche using fresh and local ingredients, emphasizing the sustainable approach to Peruvian cuisine. The goal is to find alternatives to the limited fish/seafood supply and incorporate more meat into the menu. It aims to raise awareness about the environmental impact, preserve marine habitats for stable stocks, develop skills to demand sustainable fish, engage the local community, and attract new customers.



Environmental sustainability



Social sustainability

"TASTE OF SLOVENIA": PROMOTION OF SUSTAINABLE SLOVENIAN CULINARY TRADITIONS

SLOVENIA

This promotional campaign focuses on creating a targeted marketing strategy for specific segments and key foreign markets, promoting culinary traditions and ancient cooking methods. It considers local supply chains, food traceability, and forms of sustainable gastronomy based on local cultures. The objectives include new educational practices, engaging the local population, developing the "Taste Slovenia" brand, successful promotion, and sustainable development of the territory.

 www.slovenia.info



Environmental sustainability



Social sustainability





7 | IMPLEMENTING *SUSTAINABILITY*



IMPLEMENTING SUSTAINABILITY TO-DO LIST FOR GASTRONOMIC EXPERIENCES IN PRODUCTION FACILITIES

Environmental sustainability Social sustainability Economic sustainability



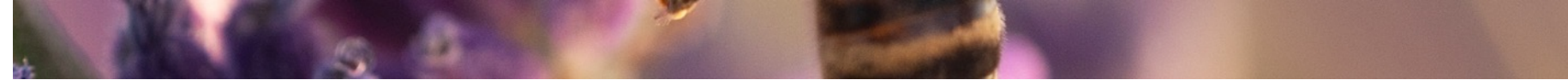
ACTIONS

COMPANY VISIT AND TASTING

	TOURIST INTEREST	IMPLEMENTATION LEVEL		
		++	+/-	-
I use glass, ceramic, or other non-polluting materials for tableware		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I offer my guests tastings and/or dishes made from fresh local products		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I choose the products to use in tastings based on seasonality		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the visit and/or tasting, I present the initiatives undertaken to be sustainable	60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the visit and/or tasting, I provide participants with information on the nutritional values and psycho-physical well-being of the products	60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I organize on-site visits and/or tastings in outdoor spaces (vineyards, olive groves, ...) to be carried out on foot, by bicycle/e-bike/MTB	54%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I organize "active" proposals to involve my visitors in the company's activities (e.g., fruit picking, grape harvesting, olive harvesting, ...)	50-54%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have agreements with local businesses (shops, wineries, restaurants, ...) to encourage my guests to explore the area and make local purchases		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CATERING SERVICE (WHEN AVAILABLE)

I offer my guests dishes made from fresh local products (not frozen)	75%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I choose products for dishes based on seasonality		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I offer genuine seasonal menus		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I opt for local suppliers for purchasing food, beverages, materials, ...		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I offer my guests the possibility to take home leftover food	65%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



IMPLEMENTING SUSTAINABILITY

TO-DO LIST FOR GASTRONOMIC EXPERIENCES IN PRODUCTION facilities

Environmental sustainability Social sustainability Economic sustainability

ACTIONS

ACCOMMODATION SERVICE (WHEN AVAILABLE)

ACTIONS	TOURIST INTEREST	IMPLEMENTATION LEVEL		
		++	+/-	-
I encourage my guests to request linen changes only when necessary	51%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I encourage my guests to use heating and/or air conditioning only when absolutely necessary	33%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I promote the use of public transportation among my guests for exploring the area	27%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I have a spa and/or wellness center, I prefer treatments using products from the company (grapes, oil, ...)	50%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I ask my guests to fill out a satisfaction evaluation questionnaire regarding sustainability efforts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ON-SITE SHOP (WHEN AVAILABLE)

			I use recyclable packaging for product packaging		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			In addition to company products, I offer the opportunity to purchase products from local farms (with or without dedicated display corners)	67%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TRANSPORTATION

			I provide bicycles and/or e-bikes to my guests (free of charge and/or for rent)	56%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			I have electric vehicle charging stations available for guests	47%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



IMPLEMENTING SUSTAINABILITY TO-DO LIST FOR GASTRONOMIC EXPERIENCES IN PRODUCTION FACILITIES

Environmental sustainability Social sustainability Economic sustainability

ACTIONS

TOURISM COMMUNICATION

- I communicate through various channels (website, social networks, etc.) the actions and initiatives in place to be sustainable
- I highlight through various channels (website, social networks, etc.) the initiatives carried out by other local entities to be sustainable
- I provide environmental monitoring documents and/or reports on the website
- I avoid paper materials where possible or opt for the use of recycled paper

TOURIST INTEREST

IMPLEMENTATION LEVEL

	++	+/-	-
51%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





IMPLEMENTING SUSTAINABILITY TO DO LIST FOR FOOD/WINE TOURS

Environmental sustainability Social sustainability Economic sustainability

ACTIONS

GUIDANCE

During the tour, I aim to raise awareness among tourists about respecting the environment and local culture, discouraging inappropriate behaviours

During visits and/or tastings, I present (or request to be presented) the sustainability initiatives undertaken by the company/store/territory

During visits and/or tastings, I present (or request to be presented) the nutritional values and psychophysical well-being aspects of the products

I make an effort to convey sustainability through anecdotes, stimulating participants' curiosity

VISITS TO PRODUCTION FACILITIES AND SHOPS

I opt for visits to production facilities known for their sustainable approach and/or certifications

I choose to visit stores and/or food shops that source from local companies

I prefer visiting stores and/or food shops that have faced or are facing economic and/or social challenges

I request that tastings be offered featuring fresh and/or seasonal local products

Whenever possible, I include "active" proposals in the tour to involve my visitors in company activities (e.g., fruit picking, grape harvesting, olive harvesting, ...)

TOURIST INTEREST

IMPLEMENTATION LEVEL

++ +/- -

	++	+/-	-
39%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72%			



IMPLEMENTING SUSTAINABILITY TO DO LIST FOR FOOD/WINE TOURS

Environmental sustainability Social sustainability Economic sustainability

ACTIONS ACCOMMODATION AND DINING

- I include eco-friendly accommodation options for overnight stays (in case the tour lasts for several days)
- I select restaurants that offer dishes made from fresh and/or seasonal local products
- I choose restaurants that have dealt with or are currently dealing with economic and/or social challenges

TOURIST INTEREST

IMPLEMENTATION LEVEL

++ +/- -

77%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TRANSPORTATION

- I organize shuttle systems to/from the starting/ending point of the tour
- Whenever possible, I prefer environmentally-friendly means of transportation (electric cars or mini-buses) for the tour
- I offer tours to be done on foot, by bicycle/e-bike/MTB

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53%-54%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



COMMUNICATION

- I communicate through various tools (website, social networks, etc.) the actions and initiatives in place for sustainability
- I highlight through various tools (website, social networks, etc.) the initiatives carried out by other entities in the territory for sustainability
- I avoid paper materials where possible or opt for the use of recycled paper
- I avoid paper materials where possible or opt for the use of recycled paper

55%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



EXAMPLES OF SUSTAINABILITY CERTIFICATIONS FOR BUSINESSES



BENEFIT CORPORATION

It is a traditional company with modified obligations that commit management and shareholders to higher standards of purpose, responsibility, and transparency. In Italy, companies listed in Book V, Titles V and VI of the Civil Code can become benefit corporations through an amendment to their bylaws. The costs are related to the corporate bylaw changes.

 www.Societabenefit.Net



UNI ISO 21401

International reference standards that certify the sustainability management system for accommodation facilities, promoting lodging establishments and tourism entities capable of providing a service that safeguards not only the environment but also the social and economic dimensions of development. It is included in the call for support for sustainability certifications by the Ministry of Tourism.



ECOLABEL UE

It is the European Union's ecological quality label (EU Ecolabel) that distinguishes products and services that, while ensuring high performance standards, have a reduced environmental impact throughout their entire life cycle. EU Ecolabel is a voluntary ecological label based on a system of selective criteria, defined on a scientific basis, which takes into account the environmental impacts of products or services throughout their life cycle and is subject to certification by an independent body (competent authority).

 www.isprambiente.gov.it/it/attivita/certificazioni/ecolabel-ue



EXAMPLES OF SUSTAINABILITY CERTIFICATIONS FOR BUSINESSES



ECOLOGICAL MANAGEMENT AND AUDIT SCHEME OF THE EUROPEAN UNION (EMAS)

It is a management tool for businesses and other organisations to assess, inform, and improve their environmental practices. It is available in all sectors and applicable worldwide. It aims to improve the environmental performance of organisations in a credible manner through third-party verification and transparently through an environmental statement.

 www.isprambiente.gov.it/it/attivita/certificazioni/emas



PRODUCT ENVIRONMENTAL FOOTPRINT (PEF)

It measures, assesses, and validates the environmental footprint of the entire life cycle of a product or service, obtaining information on its environmental impact with the aim of reducing it. It also makes this environmental performance public so that products with this certification are recognizable in the market.

 https://ec.europa.eu/environment/eusds/mgp/ef_pilots.htm

Certified



B CORPORATION CERTIFICATE

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability. They assess a company's practices and results in five categories: governance, workers, community, environment, and customers.

 <https://bcorporation.eu/>



IMPLEMENTING SUSTAINABILITY TO DO LIST FOR THE DESTINATIONS

OBJECTIVES

Start and support the development of a sustainable food and wine tourism offering



Increase one's visibility/reputation as a sustainable destination



POSSIBLE ACTIONS

Promote the development of quality experiences in rural areas through various means - legislation, increasing professionalism, training

Create itineraries in rural areas

Facilitate the purchase of experiences in inland areas

Establish food and wine hubs

Prioritize collaborations with operators and platforms that assist tourists in making more sustainable choices

Actively participate in national and international partnerships on the topic

Implement advertising campaigns that enhance the perception of the destination as a sustainable tourism spot while promoting lesser-known areas, such as rural ones

Establish new awards or give more prominence to existing ones that recognize sustainable best practices in tourism and gastronomy

Initiate communication projects that highlight players in the tourism and gastronomy sectors who have achieved tangible results in terms of sustainable tourism (e.g., short videos to be posted on social networks)

Create a dedicated page on the destination's website describing the adopted approach and showcasing the available sustainable offerings

Prioritize collaborations with operators and platforms that assist tourists in making more sustainable choices

Actively participate in national and international partnerships on the topic



IMPLEMENTING SUSTAINABILITY TO DO LIST FOR THE DESTINATIONS

OBJECTIVES

Manage environmental resources sustainably



Optimize energy consumption and waste management



POSSIBLE ACTIONS

Adopt active policies for the protection of environmental heritage, including the gastronomic landscape, and support initiatives and projects

Where present, monitor access to protected or environmentally valuable sites

Promote the spread of organic and/or biodynamic agriculture

Constantly raise awareness among both tourists and residents about the need to have a smaller environmental impact through simple guidelines, advice, etc.

Adopt active policies for the protection of environmental heritage, including the gastronomic landscape, and support initiatives and projects

Set concrete goals for reducing emissions at the destination level and monitor their achievement

Promote energy requalification of buildings and businesses, providing adequate support for the use of state incentives

Initiate efforts to reduce water consumption

Reduce waste production and adopt efficient recycling systems

Raise awareness among tourism businesses to reduce food waste, including the creation of specific regulations and the dissemination of best practices (e.g., doggy bags in restaurants)

Promote initiatives for the reuse and recovery of surplus food in the spirit of solidarity

Set concrete goals for reducing emissions at the destination level and monitor their achievement



IMPLEMENTING SUSTAINABILITY TO DO LIST FOR THE DESTINATIONS

OBJECTIVES

Promote sustainable mobility



Maximize benefits for the local community



POSSIBLE ACTIONS

Develop a sustainable destination mobility plan

Organize direct or intermodal connections to/from rural areas

Incentivize tourists to use public transportation (e.g., by including the use of these modes in tourist cards)

Provide external parking with dedicated transportation systems during high-traffic events and festivals

Promote the use of alternative or low-impact modes of transportation, such as bicycles and electric cars, including bike and car-sharing systems

Where possible, assist tourism businesses in less accessible locations (e.g., farms and wineries) in setting up on-demand transportation services for tourists

Constantly and systematically monitor the contribution of tourism to the local economy and disseminate the results to local operators

Monitor and manage flows within the destination to reduce negative impacts related to the concentration of tourists in specific periods and/or places

Adopt sustainable and inclusive tourism development policies with governance tools that allow the local community to participate actively

Promote the creation of new employment opportunities in tourism while ensuring decent work for all

Constantly and systematically monitor the contribution of tourism to the local economy and disseminate the results to local operators



IMPLEMENTING SUSTAINABILITY TO DO LIST FOR THE DESTINATIONS

OBJECTIVES

Support local businesses



Protect the heritage (gastronomic, cultural, ...)



POSSIBLE ACTIONS

Encourage businesses to use local suppliers

Support agri-food and wine producers and artisans of taste to open up to tourism

Support and develop farmers' markets

Promote the adoption of corporate sustainability standards and/or certifications (e.g., B Corp)

Organize awareness and training activities for operators to spread sustainable practices

Conduct a census of tangible and intangible cultural heritage

Actively and structurally support initiatives and projects for the protection of cultural heritage

Initiate actions to preserve the gastronomic landscape, recipes, cooking methods, and small artisanal food producers

Where present, monitor access to protected or culturally significant sites

Organize events and festivals that allow tourists to fully experience and understand the heritage, and promote good practices and local experiences to the public

Raise awareness among tourists about the importance of respecting local traditions and values



EXAMPLES OF SUSTAINABILITY CERTIFICATIONS FOR DESTINATIONS



EARTCHECK

recognized by the Global Sustainable Tourism Council. It was created by the consulting company of the same name and is based on the principles of Agenda 21.

<https://earthcheck.org>



GREEN DESTINATIONS

Developed by the homonymous NGO, this certification is structured into four levels (Bronze, Silver, Gold, and Platinum), all based on criteria from the Global Sustainable Tourism Council. It is also recognized by the GSTC.

<https://greendestinations.org>



BIOSPHERE DESTINATION

Certification created by Biosphere Tourism and dedicated to destinations. It is based on criteria related to five main areas: climate change, environment, society, culture, and economy.

<https://www.biospheretourism.com>



THAILAND'S SUSTAINABLE TOURISM MANAGEMENT STANDARD

Standards accredited by the GSTC for sustainable destination management and applicable to all types of tourism.

www.gstccouncil.org/thailand-sustainable-tourism-management-standard-is-now-gstc-recognized/



ESEMPI DI CERTIFICAZIONI DI SOSTENIBILITÀ PER LE DESTINAZIONI



JAPAN SUSTAINABLE TOURISM STANDARD FOR DESTINATIONS

Certification developed by the Japanese tourism authority and the relevant Ministry. It is based on 47 criteria applicable to entities within the country. It is also recognized by the GSTC.

www.gstcouncil.org/japan-sustainable-tourism-standard-for-destinations-gstc-recognized-standard/



KOREAN ECOTOURISM STANDARD FOR DESTINATIONS

Standards accredited by the GSTC for the development of ecotourism in destinations.

www.gstcouncil.org/korean-ecotourism-standard-destinations-accommodations-tours-achieves-gstc-recognition/



FOUR POINTS BY SHERATON CATANIA HOTEL & CONFERENCE CENTER

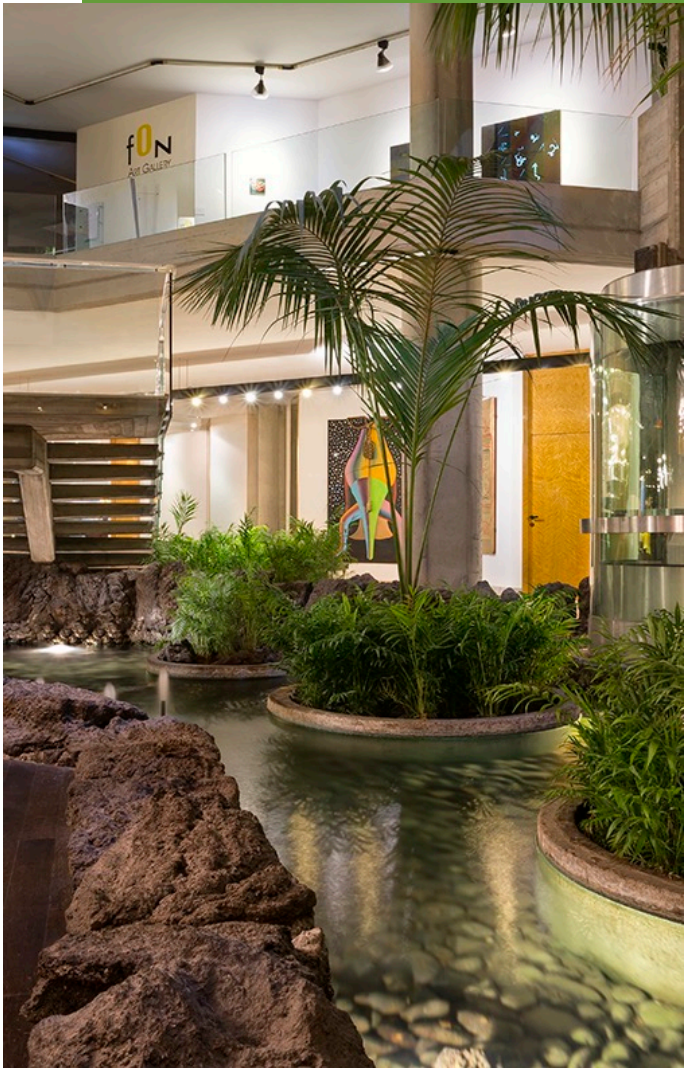
ORNELLA LANERI

Four Points by Sheraton Catania Hotel & Conference Centre, managed since its opening by the company Hotel Management 1983 Srl, based in Aci Castello and affiliated with Marriott International, represents the first international chain hotel in Sicily. It boasts 168 rooms and suites, a wellness centre, a bistro restaurant with an organic garden, an American bar, and a conference centre with 19 combinations of meeting rooms.

This year, the hotel celebrates its 40 years of activity with the national record of three new ISO certifications for the category of accommodation facilities:

- ISO: UNI ISO 21401:2019 for the Sustainability Management System in accommodation facilities
- ISO 30415:2021 for Human Resource Management - Diversity & Inclusion
- UNI/PdR 125:2022 for the Gender Equality Management System.

Since 2015, the company's new vision is based on five key words: art, safety, accessibility, digitalisation, and eco-sustainability, which become the focus of every new managerial choice.



For the environmental management system, the hotel obtained UNI EN ISO 14001:2015 certification. A few years later, it received recognition from Legambiente Catania as a "Pioneer Plastic-Free" and the "Smau Palermo 2020" award for sustainable hospitality.

On this thread, the Fon Art Gallery was born, an exhibition area in the hotel dedicated to temporary exhibitions by local and international artists curated by the Oelle Foundation. Additionally, there's the "Horto" of the "Timo Bistrot," the first organic and synergistic garden within a hotel structure in Sicily, a project that won the Smau Innovation Award in Milan in 2017.

Inspired by the action program of the United Nations 2030 Agenda for Sustainable Development and guided by Marriott International's global project "Serve 360 Doing good in every direction," the hotel has outlined a series of actions aimed at fulfilling 4 categories of objectives:

- 🍃 *Nurture*: the aim is to make the communities where the business operates a better place to live, work, and visit. The hotel is committed to making donations in money and services, staff volunteering activities, skill-based volunteering provided by qualified executives and employees to help non-profit organisations pro bono
- 🍃 *Sustain*: The goal is to work to minimize environmental impact and source responsibly. Among the implemented action:
 - Minimizing plastic use in favor of plant-based materials: glasses, bottles, cups, straws, and all courtesy items have



Photo credits: [instagram.com/crystalcruises/](https://www.instagram.com/crystalcruises/)

- been replaced with 100% biodegradable fiber products;
- Energy-saving initiatives;
- Reducing energy and water consumption through careful resource use by staff and guests (e.g., opting out of towel and linen changes);
- Separate waste collection and creative recycling;
- Green Meetings: during meetings, measures are taken to reduce environmental impact;
- Air quality and green mobility: Japanese ceramic coatings, Ecocarot, present in many rooms purify the air and are perfect for guests with allergies. Dedicated to sustainable mobility, the hotel offers two electric vehicle charging stations, an e-bike rental service, a Bike Room for cyclists;
- Prevention of food waste for large events with careful management and recovery of surpluses donated to local associations. Important anti-waste suggestions in buffets to raise awareness among customers: choosing small portions with the possibility of refilling at the buffet as many times as desired and sharing larger portions;
- Supplier qualification system: The hotel is committed to selecting products from the Italian supply chain, with a preference, especially for food, for regional products.



Photo credits: [instagram.com/crystalclaires/](https://www.instagram.com/crystalclaires/)

It also commits to collaborating with suppliers for responsible sourcing.

- *Empower & Welcome*: believing strongly in the values of diversity, inclusion, and equal opportunities as key factors for an open, stimulating, and creative environment, the hotel has outlined procedures and made improvements in personnel selection, career management, wage equity, parenting, work-life balance, and prevention of abuse and harassment to promote an organisational culture that promotes well-being, respects individual diversity, ensures gender equality, encourages intergenerational dialogue, and provides a safe working environment.



WORKING GROUP

**ROBERTA
GARIBALDI**
AUTHOR



Roberta **Garibaldi**
WINE • FOOD • TOURISM

- ✦ Roberta Garibaldi is a Tourism Management professor at the University of Bergamo, the president of the Italian Association on Gastronomy Tourism, and the vice president of the Tourism Commission of the OECD – Organisation for Economic Co-operation and Development.
- ✦ She holds numerous international and national positions, including being an ambassador for the World Food Travel Association, a Board of Advisor member at the World Gastronomy Institute, and a member of the Board of Directors of SISTUR – the Italian Society of Tourism Sciences.
- ✦ She is the author of numerous essays in Italian and foreign journals as well as books.
- ✦ She is a keynote speaker at major international tourism events, including the UNWTO – World Tourism Organisation World Forums and the World Economic Forum in Davos.
- ✦ She has collaborated with international organisations such as the UNWTO - World Tourism Organisation and the FAO – Food and Agriculture Organisation of the United Nations.
- ✦ She is engaged in training, consulting, and research activities aimed at promoting territories, gastronomy tourism, and culture.
- ✦ She has directed multiple international projects and served as the CEO of the Italian National Tourism Agency – ENIT during the Draghi government.

SCIENTIFIC COMMITTEE



Carlos Fernandes is a professor at the Polytechnic Institute of Viana do Castelo in Portugal and the director of the undergraduate degree program in Tourism at the same institution. He collaborates with UNWTO and the Council of Europe in training activities on the topic of tourism.



Alex Giordano is an Italian pioneer in the field of the network and one of the leading experts in Social Innovation, Agritech, and Digital Transformation applied to the agri-food sector. He is the founder of Ninjamarketing and has been a consultant for major brands and on digital transformation topics. He is a professor of Marketing and Digital Transformation 4.0 at the University Federico II of Naples and the scientific director of SocietingLAB. He created the Rural Hub and works on the Rural Hack project. He is also the coordinator of the thematic group "Innovation, Digitalisation, Akis, New Enterprise" of the Committee for the New Agricultural Programming (CNPA) of the Agriculture Department of the Campania Region. He is the author of various books.



Greg Richards is a professor at NHTV Breda University and Tilburg University in the Netherlands. He is an international consultant in the field of cultural and creative tourism and has collaborated with numerous international institutions and organisations, including the European Commission, OECD, and UNWTO.



Marcantonio Ruisi is a Full Professor and Chief of the "Contamination Lab" at the University of Palermo. He is the vice-president of the Italian Society of Tourism Sciences (SISTUR) and the coordinator of the Series of Economic Business Research Papers: Theory and Cases.



Matthew J. Stone is a professor at California State University, Chico (USA). He is an expert in food and wine tourism and actively collaborates with the World Food Travel Association.

CONTRIBUTORS



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- ✦ **Carlos Fernandes** is a lecturer at the Polytechnic Institute of Viana do Castelo in Portugal and the director of the undergraduate degree program in Tourism at the same institution. He collaborates with UNWTO and the Council of Europe in training activities on the topic of tourism.
- ✦ **Alex Giordano** is an Italian pioneer in the field of networking, is considered one of the leading experts in Social Innovation, Agritech, and Digital Transformation applied to the agri-food sector. He is the founder of Ninjamarketing and has been a consultant for major brands such as TIM, Google, Chicco, Tiscali, MTV, Diesel, Fiat, Cantine Antinori, and many others on digital transformation topics. He is a professor of Marketing and Digital Transformation 4.0 at the Department of Social Sciences at the University Federico II of Naples, where he is the scientific director of SocietingLAB, a research-action, dissemination, and facilitation center for digital transformation, jointly operated with the Advanced Metrological Services Center (CeSMA) at the San Giovanni a Teduccio Technology Park. After founding Rural Hub (www.ruralhack.org), the first innovation incubator dedicated to agriculture in rural and inland areas, the Rural Hack project aims to promote agritech to facilitate the application of 4.0 technologies to the high-quality agricultural productions typical of Made in Italy. He is the coordinator of the thematic group "Innovation, Digitalisation, Akis, new enterprise" of the Committee for the New Agricultural Programming (CNPA) of the Agriculture Department of the Campania Region. He is the author of several books, including "Marketing Non Convenzionale" (Sole24Ore, 2007), "Societing Reloaded" (Egea, 2013), "Societing 4.0: Beyond Marketing, a Mediterranean path for digital transformation in the time of the pandemic" (Egea, 2021), and he is also the editor of the Italian edition of the White Paper on Social Innovation. His latest book, "FOODSYSTEM 5.0: Agritech | Mediterranean Diet | Communities," has just been released by Edizioni Ambiente.

- ✦ **Rossano Pazzagli** is a Professor of Modern History at the University of Molise. He has served as the director of the "Leonardo" Research Institute on Territory and Environment in Pisa and is a member of various scientific committees. He has authored over 200 publications on economic and social history, particularly focusing on territorial and rural transformations in the modern and contemporary eras. He is also part of the editorial boards of the journals "Ricerche storiche" and "Glocale," of which he is the co-director. Additionally, he directs the "Emilio Sereni" School of Landscape at the Alcide Cervi Institute and is a member of the Society of Territorialists and an Academic of the Georgofilo Academy.
- ✦ **Antonio Pezzano** is an author at "Officina Turistica" and assists public entities and tourist organisations in designing and implementing policies and projects that create economic value. His role is to provide concrete data and facts to decision-makers. He has served as the coordinator of the European Network of Destinations of Excellence (EDEN) on behalf of the European Commission. He has collaborated and continues to collaborate with think tanks, universities, and NGOs on projects commissioned by the European Commission related to sustainable tourism. He regularly collaborates with consulting firms engaged in the international development of master plans and tourism policies commissioned by multilateral development banks such as the World Bank and IFC.
- ✦ **Greg Richards** is a lecturer at NHTV University of Applied Sciences in Breda and Tilburg University in the Netherlands. He is an international consultant in the field of cultural and creative tourism and has collaborated with numerous international organisations, including the European Commission, OECD, and UNWTO.
- ✦ **Sara Roversi** is the founder of the Future Food Institute and the Executive Director of the Food Innovation Program. An expert in innovation in the agri-food sector and sustainability, she promotes projects related to social innovation, international cooperation, and high-level education. She collaborates with government institutions, research centres, and companies in the sector to develop projects related to the future of food. In the last decade, she has focused on empowering young talents in the agri-food sector. She is a member of the Action Council on Sustainability & Global Emergencies at B20 under the Italian presidency. She co-founded the project goodaftercovid19.org.

BEST PRACTICE

- ✦ **Luca Balbiano** is an entrepreneur and university lecturer with a focus on the wine sector. Since 2006, he has been a partner and legal representative of the Balbiano Winery, specializing in the production of Freisa di Chieri DOC wine. He led the vineyard replanting project at Villa della Regina, making Turin one of the few European cities with an urban vineyard. From 2015 to 2020, he served as President of the Consortium for the Protection of DOC Freisa di Chieri and Vice President of the Regional Wine Cellar of the Province of Turin. He has been a lecturer in the Master in Digital, Marketing & Sales in the Food Industry at the University of Turin since 2018, where his teaching combines practice and theory. Since 2019, he has been the President of the Urban Vineyards Association, promoting sustainability and urban revitalisation through vineyards. He has held the title of Knight of the Truffle and Wines of Alba since 2017.
- ✦ **Bruna Caira** is the Director of the Wine Road of Vino Nobile di Montepulciano and the Flavors of Valdichiana Senese, as well as Valdichiana Living, the official incoming agency for the destination. She has extensive experience in tourism development and valorisation, strategic planning for destination management, and the definition of target markets, tourist products, and competitiveness strategies for the destination at the national and international levels. She is a manager of cross-territorial networks and an expert in participatory processes involving local operators, collaborating with authoritative voices in the tourism and agriculture sectors. She has coordinated projects such as the candidacy of Valdichiana Senese as a European Community of Sport, with official recognition in Rome by ACES Europe, and the recognition by the Ministry of Cultural Heritage and Activities of Valdichiana Senese as the first wellness destination in Italy and a member of the European EDEN network.
- ✦ **Zaida de Semprún** holds a degree in Political Science from UNED and is an expert in International Relations and Development Cooperation from OEI, with a Master's in European Union Studies. In her professional life, she has worked as a consultant in various sectors for both private companies and institutions, specializing in the management of family wineries and the planning, development, and marketing of wine and gastronomic events in regions such as Rioja, Catalonia, Ribera del Duero, Rias Baixas, and more. She has collaborated with various regional, national, and international associations for the promotion, management, and development of wine and gastronomic offerings, including the Institut del Cava, the Foro de Marcas

Renombradas Españolas, and the UNWTO. Currently, she is an international consultant, the Wine Tourism Manager for Familia Fernández Rivera in Ribera del Duero, Co-Director of the Master in Wine Tourism endorsed by Anahuach Querétaro, and a lecturer in the UNIR Wine Tourism Master's program. She has also collaborated with Spanish and Latin American media specialized in wine and gastronomy tourism and has been a guest lecturer at the Basque Culinary Center and Davis University in the Expert University Course in Wine Marketing, Wine Tourism, and Gastronomy. She is passionate about the stories, traditions, landscapes, and passions that are encapsulated in every dish and bottle opened, and she fervently supports all products with cultural identity that make each destination unique, along with immersive experiences that transform tourists into travellers.

- ✦ **Giulia Eremita** is an expert in digital communication and marketing with a focus on the tourism sector. She plays a central role in the Italian version of Trivago, contributing to the expansion and stabilisation of the German platform in the Italian market as a Country and Industry Manager since its early start-up phase. Currently, Giulia serves as the Head of Communication for the MEDSEA Foundation, with a specific focus on environmental, maritime, and sustainability issues, including their application in the tourism field. She is also a lecturer at the University of Cagliari - Consorzio UNO in Oristano and at IED. Additionally, she is responsible for the Digital & Innovation areas for BTO - Be Travel Onlife, based in Florence.
- ✦ **Serena Franco** has travelled across five continents and lived in Australia and Colombia. In the lively atmosphere of the Caribbean, she spent five years designing, creating, and organizing courses and activities to promote Italian language and culture. As a returning entrepreneur, since 2019, she has been the CEO of Tourlallà, your language experience, a project that offers visitors and Calabrians the opportunity to explore the territory through language, which is an expression of habits, relationships, and everything we are now. Her passion for travel, teaching Italian to foreigners, and a love for communication underpin her collaborations in various social innovation projects, including those carried out by Eurocoop Servizi Jungi Mundu. She is currently a member of the Cts of the Festival dell'Ospitalità and the project manager for Radici in Viaggio, a project selected by the Italian Ministry of Foreign Affairs and International Cooperation for the Calabria region in the context of roots tourism.
- ✦ **Giovanni Ferrero**. Born in Turin on June 11, 1972, he has contributed over the years, in

collaboration with Paolo Osiride Ferrero, to expand the range of recipients of CPD's projects, of which he has been the director since 2000. He has always been active in creating initiatives and events aimed at raising awareness among all audiences about equal opportunities and the defence of the rights of people with disabilities and their families. He participates in various institutional tables and committees on disability to identify solutions that improve the quality of life for people with disabilities. Since 2009, he has been the Secretary-General of the Italian Institute for Tourism for All (IsITT), where he develops projects and conducts training activities in various thematic areas related to accessible tourism and the welcoming of people with specific needs throughout the tourism supply chain.

- ✦ **Viola Gardini Cinelli Colombini** is the President of the Wine Tourism Movement of Tuscany. Born in Montalcino in 1984, Violante Gardini holds a degree in Business Administration from the University of Florence. After completing the OIV (International Organisation of Vine and Wine) master's program, which took her to the most famous wine regions in the world, she now serves as the export manager of the family business named after her mother, Donatella Cinelli Colombini. The family business includes Casato Prime Donne winery in Montalcino and Fattoria del Colle in Trequanda (Siena). She has held various leadership roles, including being the President of the Lions Club in Tuscany, the National President of Agivi (Association of Young Italian Wine Entrepreneurs) until June 2023. In 2022, she became a mother to Lorenzo along with her husband Enrico.
- ✦ **Ornella Laneri.** Architect and prominent entrepreneur in the tourism and cultural sector. Graduated in architecture from the Polytechnic University of Milan, Laneri returned to Sicily in 1985 to join her family business. Specializing in tourism and cultural marketing, she is currently the owner of the Four Points by Sheraton Catania. Since 2017, she has chaired the Sicilian delegation of Aidda, and since 2020, she has been leading the Tourism section of Confindustria Catania. Her career is marked by a strong commitment to the valorisation of the Mediterranean heritage, primarily through the OELLE Mediterraneo Antico Foundation, of which she is the president. Among her notable projects is the Synergistic Urban Garden, awarded at Smau, and collaborations with international artists like Michelangelo Pistoletto to raise awareness about environmental issues. Her work extends beyond business, fostering virtuous intersections between culture and tourism. For example, the Phil Stern Suite within her hotel is dedicated to the American photographer Phil Stern. Laneri has

also contributed to the implementation of sustainability initiatives, making the Four Points by Sheraton Catania a plastic-free facility. She is a prominent figure in the dialogue on tourism, culture, and sustainability, especially in the context of the challenges posed by the pandemic and the PNRR (National Recovery and Resilience Plan).

- ✦ **Antonio Roberto Lucidi.** Economist with significant experience and expertise, graduated with honours in Economics and Business Administration from the University of Naples Federico II in 1978. He pursued postgraduate studies in Development Economics at the same university. Since December 2019, he has been a member of the Advisory Board of the Southern Region of Unicredit S.p.A., and since the same year, he has been a member of the Board of Directors of the Fondazione Teatro Trianon Viviani. Lucidi has a strong background in teaching and consulting. He is involved in professional training in administration and finance and has been a lecturer in several Master's programs, including the one in "International Economics and Finance" at the University of Rome Tor Vergata. In the private sector, he is the CEO of IF Consulting s.r.l. and has served on the Board of Directors of IFIR S.p.A. Committed to the third sector, he is the President of Altra Napoli Ente Filantropico and the President of the Sanitansamble Association. He has also contributed to academic research with publications on topics such as financial stability. His work demonstrates a strong commitment to bridging economic theory and practical application, providing consultancy to industrial companies in the field of strategic finance.
- ✦ **Emanuela Panke.** President of the Cultural Route of the Council of Europe Iter Vitis Les Chemins de La Vigne since 2018, of which she was the secretary from 2017 until her appointment. Since 2001, she has worked as a freelance consultant and trainer in the agri-food marketing sector. In 2006, she became the vice-director of the National Association Città del Vino. She then worked for three years for the Italian Wine Union on OCM projects in India, China, Russia, and the USA, while also managing rural development projects in various countries funded by the EU and international NGOs such as USAID.
- ✦ **Francesca Pepe.** She holds a master's degree in Marketing, Consumption, and Communication from IULM University in Milan. She has international work experience as an International Communications Intern at the communication agency

Mateo&Co specializing in food in Madrid, Spain. Currently, she is a Co-Owner, Social Media Manager, and Event Manager at Pepe in Grani in Caiazzo.

- ✦ **Andrea Rigoni.** CEO and President of "Rigoni di Asiago Srl," a leading company in the organic agriculture sector, known for products like Mielbio and Fiordifrutta. His career began in family-owned businesses, and in 1979, he founded Apicoltura Rigoni Snc, which would later evolve into the current brand. A pioneer in the organic sector, since 1985, he has been using Italian organic fruit in jam production. In the 1990s, he began formalizing supply chain agreements with Italian farmers and beekeepers, supporting the transition to organic farming. He expanded the company's presence in the USA (1997) and France (2009) with the support of institutional entities such as Sviluppo Italia and Veneto Sviluppo. From 2015 to 2020, he funded restoration projects in Italy's artistic heritage. In 2017, he established BioAltopiano to promote ethical and fair rural development. In 2018, he assumed the presidency of the Ski Area Altopiano di Asiago with the aim of promoting the local economy. In 2021, he launched the Life Vaja project, supported by the EU, for the restoration of areas devastated by natural events. A career marked by ethical commitment, innovation, and internationalisation.
- ✦ **Margherita Rizzuto.** Expert in cultural policies and local development, gastronomic, rural, and experiential tourism, establishment of multifunctional agricultural enterprises and educational farms, and agri&rural experience design and educational activities. She has co-managed multifunctional agricultural enterprises and developed integrated territorial valorisation and educational communication projects.
- ✦ **Dalila Roglieri.** After training in Nutritional Biology and Human Nutrition Science, she specializes in sports nutrition, oncological nutrition, and clinical phytotherapy. Dr. Dalila Roglieri makes her life philosophy her work: promoting nutritional education, healthy cooking, and an active lifestyle for personal improvement, well-being, and optimal health. Throughout her career, she collaborates with prestigious international companies in the food and cruise tourism sector, working on defining wellness menus tailored to meet the needs of cruise ship guests.
- ✦ **Alberto Tasca d'Almerita.** CEO of Tasca d'Almerita, he is a passionate winemaker who values the diverse territorial expressions of Sicilian vineyards, from Mount Etna to the smaller islands. In 2010, he founded SOSTain, a sustainability protocol in Sicilian

viticulture recognized by the Ministry of Ecological Transition. Since 2020, he has been the President of the SOStain Sicily Foundation, promoting sustainable viticulture on the island. A member of the board of the Sicilia Doc Consortium and Assovini Sicilia, he is also the Vice President of the Institute of Italian Quality Wine, Grandi Marchi, dedicated to the promotion of excellent Italian wines.

- ✦ **Emma Taveri.** CEO and Sole Director of Destination Makers, she is an authoritative expert in Destination Management and Marketing. Starting her career in 2010 as a Destination Marketing Sales Planner at TripAdvisor in London, she quickly climbed the ranks, taking on roles of responsibility such as Sales Manager for Isango Ltd and Event Manager for TTG Italia and World Travel Market. Since 2014, she has been leading Destination Makers, specializing in local development in marginalized areas and post-crisis recovery. Clients include the European Commission, 15 Italian Chambers of Commerce, DMO Valle Camonica, and Airbnb. Her campaign "Recharge in Nature" has gained global visibility, with over 19,000 applications. Since 2017, she has also been a Member of the Scientific Committee for BTO - Buy Tourism Online in Florence, and she collaborates with UNWTO to promote the Western Silk Road. With a solid academic background as a lecturer at the Polytechnic University of Milan and a consultant for the European Institute of Cultural Routes, she possesses advanced technical skills and an innovative vision. She is a dynamic leader who combines strategic and tactical approaches to solve the complex challenges of the tourism industry. With expertise ranging from marketing campaigns to scientific coordination and international projects, she is a reference point in the tourism industry.
- ✦ **Giancarlo Traini** has been the President of the OIKOS COOP social cooperative since June 2020, in addition to being a renowned consultant and scholar in the field of Organisational Change and Human Resource Management. Specialized in the design and management of organisational changes related to significant strategic investments, such as restructuring, mergers and acquisitions, and technological implementations, Traini has a deep understanding of the "human side of change." His focus is on safeguarding investments through effective management of "adoption and usage" (A&U) factors by the staff. His managerial and consulting experience is geographically diverse, having led organisational projects in numerous countries in Europe, Africa, and the Americas. His leadership at OIKOS COOP aligns with his vision of sustainable and individual-centered change, where strategic

investments and employee well-being harmonize to achieve common goals. With a holistic and data-driven approach, Traini continues to be a reference point in his field.

- ✦ **Antonio Zurzolo.** Head of EUROCOOP SERVIZI, a Social Cooperative based in Camini, a small hillside village in the province of Reggio Calabria, Ionian coast. His determined nature led him to found the Cooperative in 1999 to promote the employment of disadvantaged individuals, which evolved, starting from 2011, to provide a fully validated reception service for migrants, ensuring the independence and integration of asylum seekers and refugees. His strong connection to his roots and the desire to build a solid future, firmly believing in the untapped potential of the territory, led him to broaden his horizons by creating opportunities for economic development, through the enhancement of traditional craftsmanship, solidarity tourism, and socio-cultural volunteering.

ITALIAN ASSOCIATION ON GASTRONOMY TOURISM

- ✦ The Italian Association on Gastronomy Tourism, a non-profit organisation, was established with the aim of spreading knowledge about food and wine tourism and raising awareness among food and wine industry professionals to engage in this sector. The association conducts research activities to foster innovation in the field of food and wine tourism, promote the culture and knowledge of regions that uphold and transmit food-related values, nurture new professionals in the industry through internships and scholarships, and expand the understanding of agricultural, culinary, and tourism culture in general.
- ✦ One of the association's initiatives includes the annual publication of the "Report on Gastronomy Tourism in Italy," the most comprehensive and authoritative research in the sector, providing a detailed overview of this tourism segment and outlining its main trends from both the demand and supply perspectives.
- ✦ The association aims to raise funds to continue its research and dissemination activities, support the growth of young professionals, and make its mission sustainable over time.

| ACTIVITIES TO SUPPORT YOUTH

🍷 Award for the best Master's thesis on gastronomy tourism

The Italian Association on Gastronomy Tourism aims to recognize and reward students who, within the context of their master's thesis, have chosen to investigate the phenomenon of gastronomy tourism, which has assumed an increasingly important role in the Italian and global tourism industry. To this end, the Association, in collaboration with the Italian Society of Tourism Sciences – SISTUR, offers an award for the best Master's thesis in 2023 that addresses topics related to food and wine tourism. For more information, click [HERE](#).

🍷 Internships and Scholarships

Furthermore, the Association provides students with the opportunity to participate in free tourism training courses and offers internships, as well as scholarships.

ITALIAN ASSOCIATION OF FOOD AND WINE

| KNOWLEDGE DISSEMINATION

Dialogues on Gastronomy Tourism

The "Dialogues on Gastronomy Tourism" are webinars available to the public for free, aimed at updating, sharing, educating, and providing insights. Through dialogues with leading experts in the field worldwide and key national operators in gastronomy tourism, emerging trends are highlighted, best practices are presented, and reflections on current and future topics for the sector are discussed.

Key facts

- 35 dialogues
- 8.000 unique users across our proprietary platform, YouTube, and podcasts
- 81 guests, including: World Tourism Organisation-UNWTO, Michelin Guide, Qualivita Foundation, BTO Educational, Women of Wine Association, National Association of Olive Oil Cities
- Partnerships initiated with Unicredit - Made4Italy program and Invitalia



The screenshot shows a YouTube video player interface. At the top, there is a video thumbnail with the text 'Dialoghi Sul Turismo Enogastronomico' and 'Nuovi scenari dell'imprenditoria enogastronomica'. Below the thumbnail, the video title 'Dialoghi sul Turismo Enogastronomico' is displayed in a large font, followed by the name 'Roberta Garibaldi'. Below the name, it says '13 video 527 visualizzazioni Ultimo aggiornamento in...'. There are icons for a menu and a share function. Below these are two buttons: 'Riproduci tutto' (Play all) and 'Casuale' (Shuffle). At the bottom, there is a short description: 'Serie di webinar dedicati al turismo enogastronomico. Vuoi scoprire il mondo del turismo enogastronomico? Roberta Garibaldi, Presidente dell'Associazione Italiana Turismo Enogastronomico, dialoga con alcuni dei principali esperti italiani su tutti i temi di attualità. Segui i video per aggiornarti e approfondire.' and the name 'Roberta Garibaldi' with the tagline 'WINE • FOOD • TOURISM'.

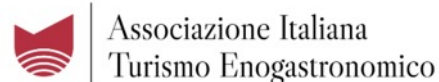
| MARKET UPDTAES

We engage in ongoing communication to update policy makers and stakeholders in the tourism and gastronomy sectors about market trends and innovations. This includes a dedicated newsletter and posts on major social media platforms (Facebook and LinkedIn).

Key facts

- ✦ Newsletter: **10.572 subscribers**
- ✦ Facebook: **54.002 followers**
- ✦ LinkedIn: **19.297 followers**
- ✦ Instagram: **10.900 follower**

ITALIAN ASSOCIATION OF FOOD AND WINE



EDIZIONE 2023

CORSO DI SPECIALIZZAZIONE in
**MANAGEMENT
DEL TURISMO
ENOGASTRONOMICO**

Personalizza, innova e digitalizza
la tua offerta enogastronomica.

| COURSE FOR MANAGING GASTRONOMY TOURISM

- It is a specialisation course aimed at professionals and non-professionals alike, providing high-level training through an innovative program that combines theory and practice, featuring a panel of highly experienced instructors.
- Structured into two levels (basic and advanced), it enables participants to acquire the necessary skills to develop and innovate their offerings, thanks to up-to-date knowledge, current market data, and an international approach.
- It is non-profit: registration fees are used to fund activities dedicated to young people and research.

Key facts

- 5 editions
- 250 participants

For further information click [HERE](#)

Val pant te na

Vieni, vedi, vivi

La **rete Valpantena** è stata voluta e creata da alcune aziende per valorizzare lo straordinario patrimonio della Valle degli Dei, il territorio a pochi chilometri da Verona, unico per i paesaggi mozzafiato, le esperienze nella natura, i vini di d'eccellenza e altri prodotti della terra.

Le aziende della rete sono: **Agricola Pernigo, Bertani, Costa Arente, La Collina dei Ciliegi e Ca' del Moro Wine Retreat, Ripa della Volta.**

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| METHODOLOGICAL NOTE

This guide has been created using official bibliographic sources related to tourism and sustainability. Specifically:

- The statistical data presented are a specific extract from the "Report on gastronomy tourism in Italy: the demand perspective". The survey was conducted in March 2023 on a representative sample of the Italian population (n = 1500), with participation limited to those who have undertaken an overnight trip in the last two years. Similar to what is indicated in the Report, gastronomy tourists are defined here as travellers who have taken a vacation primarily motivated by food and wine in the last three years.
- The checklist for businesses and the guidelines for destinations have been developed based on the results of the analysis, best practices, and the criteria identified by the Global Sustainable Tourism Council (www.gstcouncil.org), a non-governmental organisation that operates worldwide in the field of sustainable tourism.
- The case studies presented here are a reasoned selection of best practices resulting from qualitative analysis, literature comparison, and discussions among national and international experts.

Please note that all content has been cross-verified from various documentary sources. However, as these sources are subject to changes and updates, some content may contain incomplete information or may not reflect changes that have occurred after the drafting. The information is presented as-is without any explicit or implied warranties of any kind.

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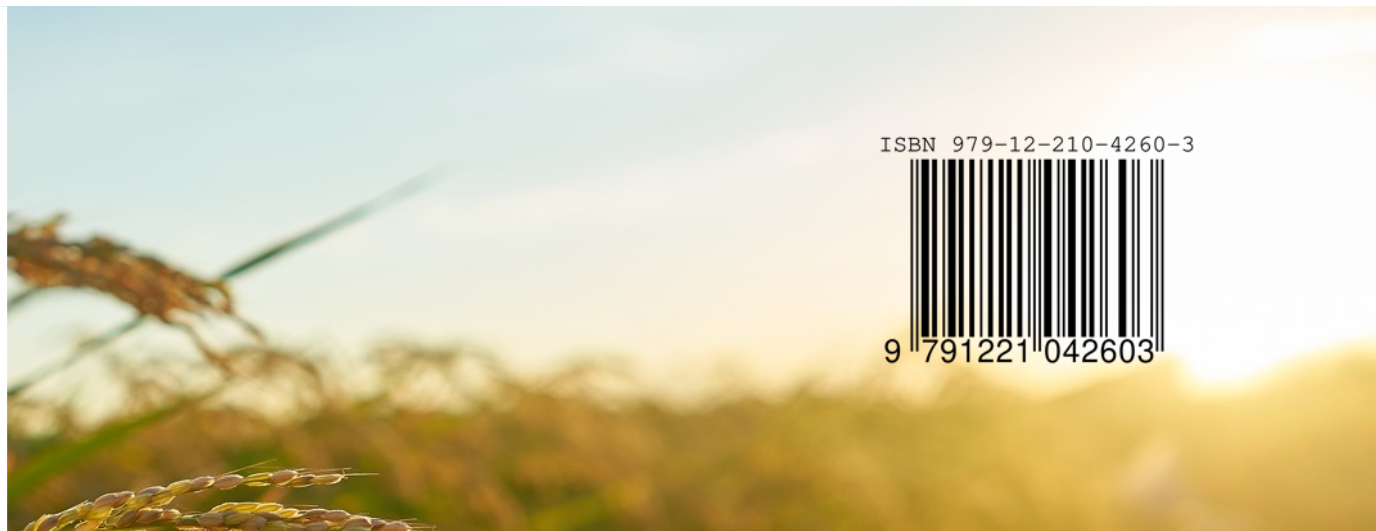
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