

REPORT ON GASTRONOMY TOURISM IN ITALY TRENDS & SCENARIOS

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The edition of the *Report on Italian Food and Wine Tourism* consists of two volumes:



Trends & Scenarios

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The demand analysis: Insights from the Italian travellers

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REPORT ON GASTRONOMY
TOURISM IN ITALY

| THE VOLUMES



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AUTHOR

Roberta Garibaldi is **professor of Tourism Management** at the University of Bergamo, president of the **Italian Association of Gastronomy Tourism**, and **vice president** of the **Tourism Committee** of the **OECD** – the Organization for Economic Cooperation and Development.

She holds numerous international and national positions, including **ambassador** for the **World Food Travel Association**, member of the **Board of Advisors** at the **World Gastronomy Institute** and of the **Presidency Council** of **SISTUR** – Italian Society of Tourism Sciences.

She has authored many articles in Italian and international scientific journals as well as books.

She is a **keynote speaker** at major international events on tourism, including the UNWTO - World Tourism Organization forums and the **World Economic Forum** in Davos.

She has collaborated with international organizations such as the **UNWTO** – World Tourism Organization and **FAO** – Food and Agriculture Organization of the United Nations.

She is engaged in **training**, **consulting**, and **research activities** to promote territories, **gastronomy** and **cultural tourism**, and has supervised and led projects at the **international level**.

She served as CEO of the National Tourism Agency – ENIT during the Draghi government.

THE SCIENTIFIC COMMITTEE



Carlos Fernandes is 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 the UNWTO and the Council of Europe in training activities on tourism.



Greg Richards is 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 entities and organizations, including the European Commission, OECD, and UNWTO.



Marcantonio Ruisi is Full Professor and Chief of the *Contamination Lab* at the University of Palermo. He is also the Vice President of the Italian Society of Tourism Sciences (SISTUR) and the coordinator of the Economic and Business Research Series: 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

Federica Burini | Professor of Geography at the Department of Languages, Literatures, and Foreign Cultures at the University of Bergamo, where she is the scientific coordinator of the Imago Mundi Lab at the Center for Territorial Studies and a member of ITSM - Iccsai Center for Transport and Sustainable Mobility. She is the President of the Master's Degree in Planning and Management of Tourism Systems. Among her recent publications are "Participatory Cartography: Mapping for Environmental and Urban Governance" (2016) and "Tourism Facing a Pandemic: From Crisis to Recovery" (2020).

Fabio Del Bravo | Manager of the "Services for Rural Development" Department at ISMEA (Institute of Services for the Agricultural and Food Market). He coordinates numerous national and community projects and is responsible for the Institute for the National Rural Network. As an expert in the agri-food sector, he has been appointed as a member of various sectoral working groups and technical and policy advisory committees at the Ministry of Agriculture and Forestry Policies. He is also a national focal point within international networks.

Franco Iseppi | President of the Touring Club Italiano since 2010. He is a founding member and scientific coordinator of the Italian Buon Ricordo Foundation. He teaches Theories and Techniques of Media Communication at the Faculty of Engineering of Cinema and Media at the Polytechnic University of Turin. As a producer, curator, and creator of numerous television programs, he has held various managerial positions at Rai (Italian Broadcasting Corporation).

Fabrizio Orlando | Global Director of Industry Affairs at Tripadvisor. Since 2018, he has been leading the global team based in London that manages Tripadvisor's relationships with key players in the tourism industry. He oversees all institutional relations, B2B partnerships, and thought leadership projects. With his team, he works with national and international hospitality organizations, government entities in the tourism sector, associations, and non-governmental organizations to build and protect Tripadvisor's role as a partner for all leading organizations in the travel and tourism sector.

Emanuela Panke | President of the Council of Europe's Cultural Route Iter Vitis Les Chemins de la Vigne since 2018, of which she served as secretary from 2017 until her appointment. Since 2001, she has been working as a freelance consultant and trainer in the agri-food marketing sector. In 2006, she became the deputy director of the National Association of Wine Cities. She later worked for three years on OCM projects in India, China, Russia, and the USA for the Italian Wine Union while also continuing to manage rural development



projects in various countries funded by the EU and international NGOs such as USAID.

Rossano Pazzagli | Professor of Modern History at the University of Molise. He has served as the director of the Institute for Research on Territory and the Environment "Leonardo" in Pisa and is a member of several scientific committees. He is the author of over 200 publications on economic and social history, particularly focusing on the transformations of the territory and rural world in the modern and contemporary eras. He is also part of the editorial board of the journals *Ricerche storiche* and *Glocale*, of which he is a co-director. Additionally, he directs the Landscape School *Emilio Sereni* at the Alcide Cervi Institute and is a representative of the Society of Territorialists and an Academic of the Georgofilo Academy.

Luciana Polliotti | Food historian, journalist, she is one of the founders of the Gelato World Cup. Since 2012, she has been a historical curator at the Carpigiani Gelato Museum in Anzola dell'Emilia. She has written a series of books on traditional Italian artisanal ice cream.

Giovanna Prandini | CEO of Perla del Garda, a winery, and president of Ascovilo (the association of Lombard wine protection consortia).

Mauro Rosati | General Manager of Qualivita. An expert in Geographical Indications and agricultural policies, he has served as Advisor to the Minister for the enhancement and protection of agri-food products and for digital policies to protect Made in Italy in the agri-food sector. He currently also holds the position of General Manager of Origin Italia, the association that brings together over 70 Protection Consortia of the main Italian Geographical Indications in the agri-food sector, and is the editorial director of the Consortium magazine published by the State Printing Institute (Istituto Poligrafico dello Stato).

Sara Roversi | Founder of the Future Food Institute and Executive Director of the Food Innovation Program. An expert in innovation in the agri-food supply chain and sustainability, she promotes social innovation projects, international cooperation, and high-level training programs. She collaborates with government institutions, research centres, and companies in the sector to develop projects related to the future of food. In the last ten years, 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 the B20 under the Italian presidency. She co-created the project goodaftercovid19.org.

Eugenio Signoroni | Head of Slow Food Planet and curator of the *Beer Guide of Italy* and *Osterie d'Italia* by Slow Food Editore. He collaborates with the magazine *Cook.inc* and other publications, and teaches courses on beer and the history of gastronomic publishing at the University of Gastronomic Sciences.



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| INTRODUCTION

ROBERTA GARIBALDI

Gastronomy tourism has gained increasing prominence in the last decade in the tourism industry. From being a mere accessory - albeit an essential one - to the travel experience, it has evolved over the years into a highly sought-after and appreciated element.

New forms, modalities, and consumption venues have emerged, creating experiences where sensory engagement is a key element. These experiences allow travellers to actively immerse themselves in the local cultural heritage, becoming part of the life and traditions of the local community. This dynamic combination, which highlights the specific characteristics of each territory (both gastronomic and non-gastronomic), transcends different tourism segments and evolves through continuous exchanges, enriching itself with new facets.

Gastronomy tourism is now among the main drivers of the country's image and identity within the global tourism system in Italy. If adequately expressed, it can enhance the national attractiveness compared to international competitors and provide renewed vitality to both established destinations and lesser-known areas, generating lasting economic, social, and cultural value.

The *Report on Gastronomy Tourism in Italy*, now in its sixth edition, aims to support the work of destinations and industry stakeholders in capturing the opportunities arising from the combination of food and wine with tourism. It seeks to develop an offering system capable of meeting the needs of the contemporary traveller. The report provides an updated overview of emerging trends and dynamics, showcasing their evolution through a valuable consolidated historical series.

This work is carried out under the auspices of the Italian Association of




Gastronomy Tourism, a non-profit association aiming to disseminate knowledge and raise funds to make this research work permanent. It has received the support of Smartbox, UniCredit, VisitEmilia, and ValdichianaLiving, the patronage of Cultura Italiae, Federturismo, Fondazione Qualivita, ISMEA (Istituto di Servizi per il Mercato Agricolo Alimentare), Iter Vitis Les Chemins de la Vigne en Europe, and Touring Club Italiano. The collaboration of TheFork and Tripadvisor is also acknowledged.

The 2023 edition consists of two volumes:

- I. The present work is the first volume, illustrating medium-term trends and scenarios. It is the result of careful analysis and synthesis of the findings from research conducted in recent years. This comprehensive overview is enriched by contributions from international and national experts in the field, offering a thorough perspective on the evolution of Gastronomy tourism from different perspectives.
- II. The second volume provides a detailed overview of the Italian demand situation. It includes an in-depth description of the profile of the Italian tourist (both generalist and food and wine-oriented), accompanied by statistical data that illustrate travel behaviour, choices made, and desired experiences.

Both volumes are available digitally, with the first distributed free of charge and the second available for purchase. By acquiring and/or organizing presentation events in the territory, it will be possible to support research activities for the coming years.





I extend my thanks to all those who have contributed to this work, the authors, and the collaborators who have made the publication of this research possible.

I wish everyone an enjoyable read.

Roberta Garibaldi,

President of Italian Association of Gastronomy Tourism

Before considering the role of gastronomy in Italian tourism, we must recognize the sector as a whole and confirm its strong recovery during the past year. This recovery is evident from the trend of the first months of 2023. While, unfortunately, there are still global difficulties – international arrivals in 2022, compared to 2019, are still down by 37% according to UNWTO – as for our country, the prospects are much more encouraging. Referring to the same period, according to the still provisional data from Istat, arrivals in Italy have only decreased by 17% compared to the pre-pandemic period, and overnight stays by 9%, indicating that a return to normality, at least in terms of data, is now within reach. We also should point out that, regarding foreign flows, we can still predominantly rely on proximity European tourism (clearly excluding Russia) and American tourism, while tourists from the East are still few.

With particular reference to the behaviour of Italians, from the Touring Club Italiano (TCI) analysis – derived from the periodic surveys that we have been conducting for ten years now among our large community (approximately 320,000 people, both members and non-members, interested in the activities and topics that TCI deals with) – we observe a series of post-pandemic trends that can be a decisive driver for further affirming gastronomy as an asset in the tourism offering of our country.

Firstly, we note a new centrality for Italians regarding Italy and its many diverse territories. Domestic tourism, which in the recent past was a necessity, continues to be important today, perhaps even more so after the experience of the pandemic, as it allows for the rediscovery of local beauty and the support of local economies. It may take the form of micro-trips throughout the year to nearby destinations, and it plays a

| PREFACE

FRANCO ISEPPI

TOURING CLUB ITALIANO



decisive role in individuals' choices, even breaking the daily routine occasionally.

Furthermore, the desire to learn and experience something different during vacations has consolidated, leading to a rediscovery of open-air tourism. Moving around, people have shown an increasing desire for walking and cycling. Despite the expectation of a gradual realignment of travel habits to the situation before 2020 in the coming months, this trend is expected to persist, providing further impetus to slow tourism, cycling tourism, and all forms of outdoor exploration of territories.

Regarding culinary tourism specifically, what emerges from our research is a strong interest among people to enrich their vacation in Italy with a variety of experiences, among which gastronomy has acquired significant centrality for several years – even before the pandemic – which has been further accentuated with the easing of the health emergency. Another aspect we observe, which is a fundamental factor for the success of the culinary offering, is that the interest in food culture is now increasingly cross-cutting for specific vacation motivations.

In summary, gastronomy has acquired increasing importance in tourism and in all travel segments, i.e., seaside, mountain, and, more recently, active/sports and slow tourism. This positive trend will progressively lead to an increase in exclusive culinary-driven trips.

The considerations above have focused on demand. However, it is undeniable that territorial offerings have promptly responded to people's changing preferences, especially in recent years. What we observe in the support activities provided by the Touring Club Italiano to destinations is a change in perspective: the restaurant sector and agri-

food production have increasingly developed the awareness of being integral parts of the tourism chain with a leading role rather than mere suppliers of an accessory service.

They positively characterize and contribute to the completion of territorial identity. Boldly speaking, we can say that for local systems, gastronomy today represents what exhibitions and events represented 15-20 years ago – a component of the offering that is highly attractive and effectively narrates the territory, one that is not to be relinquished.

Moreover, the interest in gastronomy is evident among those who engage professionally in tourism today. From the experience of the three editions of the Touring-Fondazione Campus Lucca master's program in Territorial Tourism Development Management, the focus on food as a destination attraction factor has been central for many students. Despite our educational offering not specifically focusing on gastronomy, this interest has emerged during interactions and discussions with professors and in developing individual project work, which often reflects entrepreneurial ideas to pursue in the near future.

In conclusion, our association has always shown particular interest in the innovative aspects that permeate the tourism industry and contribute to defining new offerings. The newfound centrality of gastronomy is undoubtedly one of these aspects, and it is interesting to note how it has found ample spaces of relationships and synergies with other themes that strengthen territorial identities, such as the rediscovery of inland areas, slow tourism, and the proliferation of events in recent years.





**| TRENDS &
SCENARIOS IN
2023**

ROBERTA GARIBALDI

After the **strong recovery of international tourism** in **2022** (917 million arrivals worldwide, +100% compared to 2021), the **indications** for **2023 are positive**: recent data published by the European Travel Commission show that **82% of Italians** are planning to take **at least one vacation** between April and September 2023, including abroad. **Italy's** attractiveness is also very high among foreigners, as it is among the **top 3 preferred countries** by *European tourists* for their upcoming trips.

During the pandemic, **gastronomy tourism** has demonstrated its **resilience**, it has grown, and been recognized by the international community as a potential driver for the territory's harmonious and sustainable development.

Understanding the **current and future dynamics** is essential to guide gastronomy tourism towards greater resilience, sustainability, and inclusivity. For this purpose, we wanted to present the **ongoing trends**, explaining what this practice is today and how it wants/needs to be in the future.

| THE CURRENT STATE OF TOURISM



1 | VARIETY

THE TOURIST'S PERSPECTIVE

Tourist is constantly seeking gastronomic experiences during their travels.

In 2021, 92% of Italian tourists have had at least one food and wine experience in the previous three years, nearly reaching pre-pandemic levels (98% in 2021). In 2022, 67% of Italian tourists had at least five experiences, an increase from 42% in 2021 and a recovery from 86% in 2019. 94% of Italian tourists had culinary experiences in restaurants, 74% visited production sites, 60% participated in events, 54% engaged in active experiences, 48% took tours or followed thematic itineraries, and 65% had other themed experiences. In the meantime, an increasing number of tourists travel primarily for food tasting, both in Italy and abroad. Italian food and wine tourists account for 21% of the total, showing a 4% increase from 2019.

The tourist is innovative. They experience local food, wine, and the territory in all its facets, seeking diverse and authentic proposals tied to the place. 57% of Italian tourists identify as innovative, a significant increase from 2016 (+23%). According to a survey by American Express Travel, 9 out of 10 tourists want to visit new destinations.

The tourist enjoys experimenting with new activities, different experiences, and nature-related endeavours. One in two Italians would like to participate in a foraging course to gather wild plants and fruits to consume at wineries, breweries, or olive mills. 41% want to participate in a survival course in wineries (e.g., learning to start a fire, find drinkable water), 42% in breweries, and 44% in olive mills. Additionally, 48% would like to engage in playful experiences (such as escape rooms, treasure hunts, or murder mystery dinners) in wineries, 42% in breweries, and 44%

GRAPH 1 | Growth of Italian gastronomy-motivated tourists. % values on the total amount of Italian travellers.

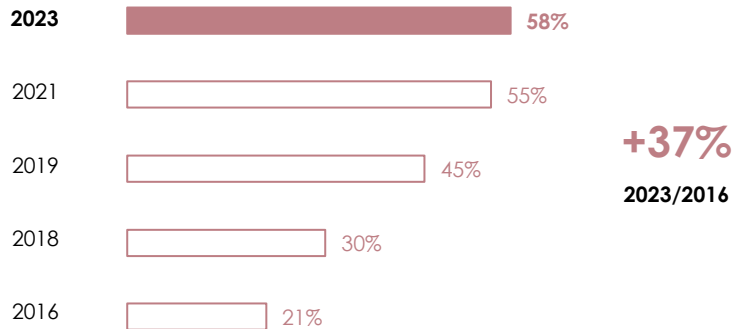


TABLE 1 | Profile of Italian gastronomy-motivated tourists. % values on the total amount of Italian travellers.

GENDER	AGE	AREA OF USUAL RESIDENCE
51% Men 49% Women	8% 18-24 years old	37% Southern Italy and Islands
	23% 35-44 years old	
	22% 45-54 years old	26% Northwest Italy
	18% 25-34 years old	19% Northeast Italy
	16% 55-64 years old	18% Central Italy
	12% Over 65 years old	

Note: Gastronomy-motivated tourists are travellers who did a trip primarily motivated by gastronomy in the previous three years.



TABLE 2 | Participation rates in gastronomic experiences in the past three years. Typology of experiences.

	Gastronomy-motivated tourists	All Italian travellers
Dining experiences at restaurants	97%	94%
Visits to local producers	85%	74%
Gastronomic events	70%	60%
Active gastronomic experiences	68%	53%
Themed routes and itineraries	63%	48%
Other gastronomic experiences	68%	65%

Note: Multiple choice question.

in olive mills.

The tourist is curious. They want to learn about the food and wine culture through storytelling at the places where they pursue the experiences. 76% of Italian tourists would like to know more about the destination's food and wine culture. 61% want to learn about the history and anecdotes related to the company and its productions when visiting an olive mill or an olive oil company, 59% during winery visits, and 57% when going to breweries.

The tourist is bleisure-oriented. They blur the line between work and leisure, combining business trips with vacation travel, and rural areas become places where they can engage in remote work (smart working). One in two Italian tourists is interested in remote working in rural areas, provided they have adequate spaces and services.

THE SUPPLY'S PERSPECTIVE

Attention towards experiences in all production sites is growing. 74% of Italian tourists have visited production sites during their travels in the last three years: wineries are at the top (34%), followed by cheese factories and farms (28%). Attention towards experiences in all production sites is increasing, with a particular interest in cheese almost matching that for wine.

The offering needs to be diversified. 55% of tourists believe that wineries offer very similar visiting experiences to each other, compared to 47% in 2019. Companies must become immersive destinations: 61% of Italian tourists want to participate in events and/or proposals combining food



TABLE 3 | PsychoCulinary of Italian travellers.

	Gastronomy-motivated tourists	All Italian travellers	
	Year 2023	Year 2023	% change 2016/2023
Innovative	60%	57%	+23%
Authentic	41%	43%	-23%
Localist	35%	39%	+12%
Adventurer	35%	30%	+12%
Budget	26%	31%	+13%
Social	26%	28%	-2%
Ambiance	18%	13%	+3%
Eclectic	14%	14%	-16%
Organic	14%	12%	-11%
Novice	11%	13%	+3%
Gourmet	9%	8%	-11%
Vegetarian	7%	6%	-3%
Trendy	5%	4%	-3%

Methodology © World Food Travel Association. Note: Multiple choice question.

and wine with music at production sites and 57% with art.

64% would like post-work hours experiences at wineries like wine bars and small events. 51% desire offerings combining sports with food and wine, such as trekking. 58% would like pet-friendly companies, and 54% would like companies with dedicated services for children (babysitting, play areas).

Diversification should not be limited to rural areas. The enhancement of food and beverage offerings should also extend to cities and hotel facilities. One in two Italian tourists would like to stay in wine/food/other themed hotels during their future travels. 76% would like the chosen hotel's restaurant to use local products and offer local specialities, while 73% desire a breakfast based on local products. 69% want information about food and wine experiences in the area directly at the hotel, and 65% want to participate in food and wine tours organized by the hotel.

Not only wineries, but the demand also extends to other product categories and companies. Tourists would like to visit production sites such as salami factories and cheese factories, and they are interested in all different beverage offerings (gin, cocktails, and non-alcoholic drinks).

Diversification is linked to the age range of the target audience. Regarding wine tourism, younger individuals prefer to participate in wine events and festivals (18-24 years: 35%; 25-34 years: 38%), Millennials and Boomers prefer themed itineraries (35-44 years: 16%), while seniors are more attracted to winery visits (41%). Therefore, it is necessary to create differentiated proposals for Generation Z, Millennials, Boomers, and Generation X based on the trends highlighted in the demand.

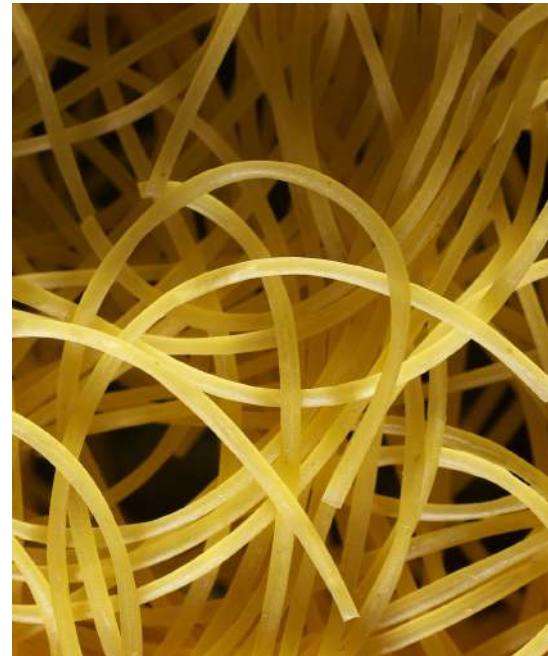


TABLE 4 | Difference between interest and participation rates in gastronomic experiences.

	Interest	Participation	Gap
Following an olive oil route or path	64%	8%	56%
Attending concerts and/or music events in food production sites (e.g., in the olive oil groves)	61%	10%	52%
Attending art exhibitions in food production sites (e.g., in the olive oil groves)	57%	8%	49%
Following a beer route or path	53%	9%	43%
Participating in active experiences (e.g., olive oil harvest)	53%	12%	41%
Doing outdoor activities combining sport and gastronomy (e.g., food and/or wine trekking, bike tours)	53%	13%	40%
Enjoy wellness treatments e.g., based on olive oil	48%	17%	32%
Visiting a food market showcasing local products	67%	49%	18%

Note: Multiple choice question.

THE DESTINATION'S PERSPECTIVE

The top 3 Italian destinations from a food and wine perspective are the following regions: Sicily (indicated by 46%), Emilia-Romagna (44%), and Campania (40%). The same destinations, but in a different order (Emilia-Romagna, Campania, and Sicily), are also the ones whose products and culinary specialities are best known to Italian tourists; a similar situation applies to Italian cities.

Some destinations have great development opportunities. Italians have limited knowledge of the products from specific regions, even those of considerable size (e.g., Marche, Veneto). Given the intense interest of Italians in culinary travel within Italy and the richness that characterizes our entire country, this highlights a great potential for expanding the tourism offering with new possibilities.

Solutions to be implemented. Destinations need to become more competitive by enhancing professional skills (through specific continuous training and theoretical-practical updates) and by seeking to attract young talents. Additionally, they must identify solutions to the current difficulties in finding workers for the sector.

At the political level, there needs to be more awareness about the value of gastronomy for Italian tourism. Often, it is presented as a "product" on the official tourism portals of Italian regions, but the level of offer structuring is uneven, and too few experiences are highlighted. Furthermore, the implementation of wine and olive oil tourism regulations is still in progress, and not all regions have issued implementing decrees. One positive aspect is the provision, in the new legislation on wine tourism, for creating a dedicated national portal.



It is necessary to create a favourable regulatory framework for developing gastronomy tourism. Consistent minimum standards are needed across regions to allow tourism activities in all production sites, not just for wine and oil. Some regulations, such as those related to HACCP, must be modified to facilitate tourism experiences in production spaces. Minimum requirements for professions related to tourism and food and wine (e.g., food and wine tour guides) need to be defined and recognized.

Conditions must be created to transform disadvantaged and marginal areas into destinations for gastronomy tourism. How? By creating coordinated proposals for gastronomy tourism products at the national level (itineraries that lead tourists from north to south, discovering places of taste and local excellence). By supporting the aggregation of the offering. By developing gastronomy tourism in coastal, mountain, and inland destinations. By strengthening connections with inland areas and inter-territorial tourism proposals. By promoting experiences related to fishing. By promoting projects to enhance inland areas as places for leisure stays and workstations.

| CASE STUDIES

ANTICA CORTE PALLAVICINA

Polesine Parmense, Emilia-Romagna (Italy)

Antica Corte Pallavicina is an agricultural estate owned by the Spigaroli brothers, which not only produces culatello and Parmigiano-Reggiano but also houses a restaurant and an elegant six-room relais, offering a unique and all-encompassing experience. The estate also hosts the Culatello and Masalén Museum, which traces this cured meat's history and its production techniques.



www.anticacortepallavicinarelais.it



Photo credits: anticacortepallavicinarelais.it

EXPERIENCE «TOUR DELLA RAZZA CHIANINA IN VALDICHIANA SENESE»

Valdichiana senese, Tuscany (Italy)

The tour provides an opportunity to discover the history of the Chianina breed and its connection to the territory. Through visits to the farms, visitors can get to know these animals, which were once the "engines" of agriculture in this area before the advent of machinery. At the end of the tour, a tasting is organized featuring products made from IGP Chianina meat



www.valdichianaliving.it/tours/tour-della-razza-chianina-in-valdichiana-senese-valdichiana-senese

Photo credits: Valdichiana Living





Photo credits: UniCredit

PROJECT «FORCELLA... ALLA LUCE DEL GIORNO»

Naples, Campania (Italy)

It is a project that combines history, culture, and inclusiveness. In one of the city's degraded neighbourhoods, the birthplace of Neapolis, an initiative has been launched that involves the local youth in recovering and renovating abandoned monumental spaces, which are unfortunately poorly known. At the same time, it leverages the immense gastronomic tradition, customs, and widespread art to introduce them to tourists and use them as instruments for growth. The project is also a way to combat corruption, organized crime, and educational poverty. The concrete and wonderful dream is to challenge stereotypes and affirm that everything can be turned around, starting from culture and youth. The project has received support from UniCredit through the Made4Italy program.



Photo credits: smartbox

EXPERIENCE «IO & TE SUL TRENO DEI SAPORI: TOUR FRANCIACORTA E LAGO D'ISEO CON PRANZO E DEGUSTAZIONE»

Province of Brescia, Lombardy (Italy)

It is an experience that combines the discovery of landscapes and cultural beauties in the Franciacorta area, known for its strong wine production, with tastings and a lunch featuring local specialities aboard a historic train. It combines nature, culture, food and wine with a slow approach.



www.smartbox.com/it/nostri-smartbox/gourmet/io-te-sul-treno-dei-sapori-tour-franciacorta-e-lago-d-iseo-con-pranzo-e-degustazione-1524380.html

THE TOURIST'S PERSPECTIVE


There is an issue with accessing information. 54% of Italian tourists indicate relatives and friends as the primary source of information that suggested visiting a specific food and wine destination or participating in a themed experience. This value has increased by four percentage points compared to 2018. Primarily using suggestions from friends and relatives is a unique fact in the era of the internet, social media, and multiple sources of information access.

From the web to social media. The use of websites that talk about Gastronomy tourism has decreased from 33% in 2018 to 28% in 2023. Meanwhile, social media has gained more influence among younger people: Facebook remains one of the primary sources for Millennials (25%), and Instagram is for Generation Z (47%).

"The White Lotus" effect. Younger individuals are influenced by shows and movies when choosing their travel destination. "The White Lotus" effect in Sicily is evidence of this. The international research conducted by Basis on behalf of Netflix-Enit shows that for people who have watched Italian content in TV series, the likelihood of considering Italy as their next tourist destination is twice as high compared to those who have not watched Italian content. Among those who have never been to Italy, 87% of those who have watched Italian content expressed their interest in visiting Italy, compared to 67% among those who have not seen "Made in Italy" content.

Ease of booking. It is one aspect that facilitates the willingness to try the experience. For example, 44% of Italian tourists consider wineries less accessible without a reservation, compared to 48% in 2019. 63% of

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tourists would like to book their visit to a production company (e.g., winery, dairy) online, and 56% would like to purchase products through the company's e-commerce platform.

THE SUPPLY'S PERSPECTIVE

There are several recommendations to address the problem.

Share your gastronomic experiences on online sales portals. This way, you can increase visibility in the visitor's choice of locations. For example, 30% of Italian tourists have booked food and wine experiences via email, 28% through phone contact, 23% have turned to tour operators and/or agencies, and 20% to online intermediaries for food and wine experiences (such as GetYourGuide, Viator, and others). Additionally, creating Instagram points at your company, especially if your target audience is young, can multiply digital communication.

Implement loyalty programs and facilitate remote purchases. For example, food and wine clubs allow you to build long-term customer loyalty. Among the most desired services by Italian tourists are the option to have purchased products delivered to their homes (indicated by 67%), discounts on products and experiences based on the number and frequency of purchases (64%), and participation in exclusive events that combine tastings, art, and music (58%).

Adopt CRM systems. These allow you to map your audience, enabling more targeted strategic and operational analysis and leveraging the potential of applying Artificial Intelligence.

TABLE 5 | Source of information that stimulated travellers to visit a gastronomic destination or to participate in a gastronomic experience. Differences by age.

	18-24	25-34	35-44	45-54	55-64	>65
Suggestions from family and friends	56%	49%	55%	55%	55%	56%
Websites dedicated to gastronomy tourism	21%	29%	22%	31%	33%	31%
Television programs or channels dedicated specifically to food or beverages	19%	26%	23%	27%	29%	26%
Facebook	16%	25%	27%	25%	17%	17%
Instagram	47%	39%	19%	18%	8%	4%
Food guides	15%	21%	19%	19%	20%	21%
Travel magazines or newspapers travel section	12%	15%	16%	21%	24%	23%
Tripadvisor	24%	15%	15%	23%	14%	20%
F&B magazines or newspapers F&B section	14%	16%	13%	12%	16%	14%
YouTube	22%	14%	10%	14%	11%	12%
Catalogues and/or websites or Tour Operator and/or travel agencies	14%	15%	12%	12%	12%	12%
Google Maps	11%	12%	10%	15%	9%	8%
Tik Tok	17%	8%	5%	3%	3%	1%
Virtual tours	4%	5%	2%	5%	4%	5%
Digital tastings	3%	4%	2%	4%	4%	2%
Twitch	1%	2%	1%	1%	0%	0%
Other social media	4%	2%	2%	3%	2%	2%

Note: Multiple choice question. Data refers to all Italian travellers.

THE DESTINATION'S PERSPECTIVE

Promoting the marketing and commercialization of experiences is necessary, supporting small and medium enterprises in adopting digital tools to increase the visibility of food and wine products and territories. Promotional and selling activities include optimizing the positioning of tourism offerings on search engines and social networks, establishing and maintaining customer relationships (CRM), facilitating the digital enhancement process of food and wine experiences, and acting as a facilitator and intermediary between production companies and intermediaries with vouchers, contributions, and other measures.

| CASE STUDIES

PROJECT «TURISMABILE»

Langhe, Piedmont (Italy)

The project aims to make Piedmont a more welcoming and inclusive destination for all visitors. Thanks to the partnership established with the Langhe Experience Consortium within the Langhe territory, a replicable model is created through a series of specific actions. These actions include raising awareness among tourism operators and tour operators, assessing the accessibility and usability of local tourism offerings, training local staff to conduct the same assessments, defining a catalogue of inclusive tourism offerings, purchasing off-road handbikes and assisted joelettes, and awarding the "Hospitality Turismabile" logo to facilities with staff trained to accommodate guests with specific needs. The project has received support from UniCredit through the "Made4Italy" program.



www.turismabile.it

«BIKE FOOD STORIES»

Parma and its province, Emilia-Romagna (Italy)

The portal offers 13 different wine and food tours by bicycle to discover Parma and the surrounding areas, its culture, and the typical flavours of the region. All experiences can be booked online, with the possibility of bike rental and further customization of the chosen tour. The portal also has a blog section dedicated to local producers and cycling experiences in other regions.



www.bikefoodstories.it



Photo credits: turismabile.it



Photo credits: bikefoodstories.it



Photo credits: Valdichiana Living

EXPERIENCE «LE ACQUE SACRE DI SAN CASCIANO DEI BAGNI»

Valdichiana senese, Tuscany (Italy)

Another proposal led to discovering an unusual place, the Santuario Ritrovato (Rediscovered Sanctuary). Near Bagno Grande (famous free hot springs at the foot of San Casciano dei Bagni), a sanctuary dedicated to the waters has emerged from recent excavations. It was a place of peace and prayer for the Etruscans and Romans. Through this experience, it is possible to visit the sanctuary with the guidance of those who brought it to light. The experience can be booked through the website www.valdichianaliving.it.



www.valdichianaliving.it/tours/le-acque-sacre-di-san-casciano-dei-bagni



Photo credits: Smartbox

EXPERIENCE «LE VOLO PANORAMICO SUI COLLI ASOLANI IN PARACARRELLO CON FOTO E VIDEO»

Province of Treviso, Veneto (Italy)

This experience of flying in a two-seater paratrike (a powered paraglider) allows you to see Asolo, the Asolo hills, and the characteristic medieval villages of Veneto from above. This proposal is also accessible to people with disabilities.



www.smartbox.com/it/nostri-smartbox/sport-e-svago/volo-panoramico-sui-colli-asolani-in-paracarrello-con-foto-e-video-1184271.html

THE TOURIST'S PERSPECTIVE

Sustainability can take different forms.

Behaviours during travel. During trips taken in 2022, 65% of Italian tourists avoided wasting food when dining at restaurants and/or eating in hotels. 54% adopted more environmentally friendly behaviours on holiday than at home, while 51% preferred not to have their towels washed in the chosen accommodation every day.


Four season tourism. Gastronomy tourism is not limited to specific seasons, and 54% of Italian tourists want to go on vacation during the low season, thereby contributing to a continuous flow of tourism and avoiding overcrowding in popular destinations.

Living in symbiosis with the local community. Tourists want to contribute to the well-being of the residents of the places they visit. 68% of Italian tourists would be more inclined to participate in food and wine experiences organized by companies with projects and/or initiatives supporting the local community. 64% are more likely to do so if the establishment employs people facing economic and/or social difficulties. 67% would like to purchase souvenirs/products from local small-scale producers.

THE SUPPLY AND THE DESTINATION'S PERSPECTIVE

The need for sustainability can be addressed in various ways:

By contrasting overtourism. 63% of Italian tourists would like to embark on



food and wine trips to lesser-known destinations with a very different food culture from their own, pushing themselves outside their comfort zone.

By connecting urban and rural areas through food and wine hubs.

Multifunctional facilities are needed to offer different services, such as tourist information points, agri-food markets, dining services, event spaces, training areas, multimedia rooms, and interactive and immersive tasting areas. 63% of Italian tourists would like to find a food and wine hub in their destination. This interest has increased by 3% compared to 2021.

By offering new services. The most requested services include dining spaces to taste local/regional specialities, markets where one can purchase local products and meet producers, and information and booking opportunities for food and wine experiences that can be enjoyed on-site.

By introducing slow proposals for exploring food and wine territories. 30% of Italians would prefer to use bicycles, and 28% would prefer trains to embark on a journey of discovering agricultural and wine-producing businesses in a region. Proposals such as historic trains can become increasingly relevant to explore territories and their food and wine offerings.

By promoting the development of gastronomic experiences in coastal and mountain destinations. This approach can help create year-round attractions and destigmatize offerings from being limited to specific seasons.

TABLE 6 | Preferred means of transport for trips through wineries and farms.

	Gastronomy-motivated tourists	All Italian travellers
Car	65%	67%
Bike	43%	30%
Public transport	29%	29%
Train	25%	28%
Rented car	16%	14%
Motorbikes	15%	13%
Rental with driver (car, minibus, etc.)	15%	15%
Taxi	3%	3%

Multiple choice question.

By promoting a green recovery of tourism and gastronomy tourism in line with the guidelines of the Organization for Economic Cooperation and Development.

By increasing sustainability. This means preserving food and wine culture, protecting the food and wine landscape, and promoting sustainable cultural governance. The beauty and integrity of the landscape are considered the most important factor in the choice of travel destination by Italian tourists (indicated by 93%).

By enhancing artisans and historical, gastronomic locations through tourism. During their travels in the past three years, 35% of Italian tourists have visited small artisanal gastronomic shops, and 34% have visited historical bars and restaurants.



| CASE STUDIES

EXPERIENCE «INCONTRA GLI ARTIGIANI NEI BORGHI»

Valdichiana senese, Tuscany (Italy)

A tour that allows you to discover the artisans of Montepulciano - such as the cooper, wrought iron and mosaic artists, terracotta craftsmen, and artisans of local flavours, from wine to cheese, cured meats, and desserts - by meeting them at work in their workshops. This proposal allows you to learn about their craft techniques and hear the stories of these artisans, contributing to the preservation of historical memory.



www.valdichianaliving.it/tours/tour-delle-botteghe-artigiane



Photo credits: Valdichiana Living

PROJECT «BIO ALTOPIANO DI ASIAGO»

Asiago, Veneto (Italy)

The Bio district was established in 2017 to promote tourism in the Asiago Plateau by combining themes related to food, sports/leisure, culture, and two chalets for a gourmet experience. The enhancement and revitalization, including tourism, of the area are achieved through specific initiatives, such as dedicating the vast plots of the public estate near Asiago to organic vegetable production, networking information through dedicated apps (tracking war trails for trekking/e-biking), and developing online vacation home rentals (over 20,000-second homes in the plateau). UniCredit has supported the project through the "Made4Italy" program.



www.bioaltopiano.com

Photo credits: biodistretto.net





Photo credits: coldidattica.it

«API LIBERE» FARM

Codemondo, Emilia-Romagna (Italy)

The company "Api libere" is engaged in honey production and ecological, educational projects to give value to direct farm experiences and convey the complexity and mechanisms of the bee world and honey production. They offer guided tours and workshops for different audiences (families, school groups, etc.) and the opportunity to adopt a free bee and become a temporary beekeeper.



<https://apilibere.it>



Photo credits: Smartbox

EXPERIENCE «GLAMPING IN TOSCANA: 2 NOTTI IN CAROVANA GIPSY CON CESTO DI PRODOTTI BIO E PROSECCO»

Provincia di Grosseto, Tuscany (Italy)

The agritourism company "Pereti" offers the opportunity to stay in glamping accommodations within their estate. It is a proposal to get closer to nature and taste the company's organic products.



www.smartbox.com/it/nostri-smartbox/soaiorni/glampina-in-toscana-2-notti-in-carovana-gipsy-con-cesto-di-prodotti-bio-e-prosecco-1474080.html

4 | LONGEVITY

THE TOURIST'S PERSPECTIVE

What does the tourist want today? To do good for oneself through travel.

By adopting healthier lifestyles and dietary regimes and dedicating themselves to their well-being through gastronomy tourism. 71% of Italian tourists would like to find menus with recipes that are good for their health, and one in two Italians would like to enjoy wellness activities (such as massages, hydrotherapy, and spas) in vineyards and find wellness/SPA centres where they can have treatments related to oil. 44% would like treatments related to beer.

Travelling to disconnect. A break from routine, technology (digital detox), the hustle and bustle of cities (sound of silence). 62% of Italian tourists desire food and wine trips where they can take a break from technology. 57% would like to find travel proposals in rural areas that allow them to reconnect with relatives and spend time with them.

Travelling to feel fulfilled. The attitude is changing: if safety - due to the pandemic - was among the primary needs in the past years, today tourists travel for self-realization and to improve their well-being. An IPSOS survey indicates that 88% of Italians believe that work should bring satisfaction, and 72% state that time is the true luxury.

THE SUPPLY AND DESTINATION'S PERSPECTIVE

It becomes necessary and desirable to offer dedicated services. The

TABLE 7 | Interest towards digital detox, family and wellness holiday proposals.

		Gastronomy- motivated tourists	All Italian travellers
Digital detox	I would like to have a break from technology during my gastronomic holidays	69%	62%
Spending time with own family	I would like to find rural holiday options where to stay with my parents and spend time with them	64%	57%
Wellness	I would like to find healthy dishes in menus	75%	71%
	I would like to have wellness treatments and spas in the vineyards	57%	50%
	I would like to find wellness proposals and/or spas with olive oil-based treatments	57%	50%
	I would like to find wellness proposals and/or spas with beer-based treatments	53%	44%

Note: question based on a Likert scale from 1 (Strongly disagree) to 5 (Strongly agree). % refers to values 4 and 5

theme of the Mediterranean Diet can become a distinctive element of Italian tourism if properly valued through the creation of thematic tourism formats/products related to the concept of longevity.

| CASE STUDIES

EXPERIENCE «HAPPY FAMILY: BAGNO ALLE TERME E TOUR IN FATTORIA»

Valdichiana senese, Tuscany (Italy)

This proposal is for families with children. It allows to disconnect from everyday life and discover local flavours. After relaxing in the thermal pools of Chianciano Terme, a visit to a local farm takes place with a tour specifically designed for children to introduce them to the animals and the vegetable garden. All of this is followed by a rustic snack to rediscover the simplicity and healthiness of local products.



www.valdichianaliving.it/tours/happy-family-bagno-alle-terme-e-tour-in-fattoria-372



Photo credits: Valdichiana Living

«I CAMPI DI BORLA» FARM AND AGRITOURISM

Vernasca, Emilia-Romagna (Italy)

The farm offers stays with educational programs that rediscover the flavours and knowledge of local agricultural traditions. The uniqueness of the farm lies in organizing rural vacations dedicated to young children, allowing them to experience the countryside and discover flavours, sounds, rhythms, colours, and emotions through creative workshops, cooking classes, carpentry, juggling, and outdoor games. It is a way for children and teenagers to establish a positive and conscious relationship with nature and the rhythm of the day as a source of well-being.



www.icampidiborla.com



Photo credits: icampidiborla.com

PROJECT «LAKE COMO GREEN LAND»

Province of Como, Lombardy (Italy)

The "Lake Como Green Land" district connects artisan shops, industrial archaeology sites, and local design entrepreneurship in Alta Brianza, in the province of Como, at the foot of the Larian Triangle and Bellagio. It is an area already inclined towards tourism. However, it aims for greater sustainability by enhancing the railway line that crosses the municipalities in the area (from Milano Cadorna to Asso). Railway tourism can be the key to rediscovering the many facets of these places and some of their distinctive features, such as the Villas of Delight, once the holiday residences of aristocrats. The project has received support from UniCredit through the "Made4Italy" program.



www.lakecomogreenlands.com

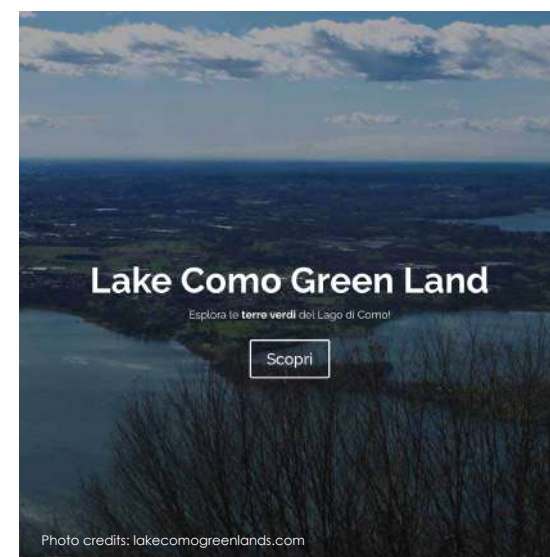
EXPERIENCE «YOGA E GLAMPING IN TOSCANA: 1 NOTTE IN BOLLA CON PROSECCO, IDROMASSAGGIO E YOGA FLY RETREAT EXPERIENCE»

Province of Pisa, Tuscany (Italy)

This proposal is centred on the recovery of psycho-physical well-being. The experience includes a Yoga Fly lesson with a stay in a glamping "bubble" and the opportunity to access wellness treatments.



www.smartbox.com/it/nostri-smartbox/soggiorni/yoga-e-glamping-in-toscana-1-notte-in-bolla-con-prosecco-idromassaggio-e-yoga-fly-retreat-experience-1459721.html





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| GREG RICHARDS
NHTV BREDA UNIVERSITY OF
APPLIED SCIENCES AND TILBURG
UNIVERSITY (NETHERLANDS)

| PUTTING GASTRONOMIC HERITAGE ON THE GLOBAL MAP

Intangibilisation of culture has pushed gastronomy to the fore as a development tool (Richards, 2021). The growing desire of consumers to literally 'taste the landscape' of the places they visit means that a vast range of gastronomic experiences are being created or co-created around the world.

Gastronomy has been valorized through tourism in terms of traditional food production and consumption, the promotion of local ingredients, recipes and preparation techniques, and through creative tourism. The creativity and skill involved in gastronomic production has increasingly been recognized in gastronomic labels, brands and international programs. For example, UNESCO has begun to designate gastronomic culture as Intangible Cultural Heritage and building an extensive network of Cities of Gastronomy.

Putting intangible gastronomic heritage on the UNESCO list is not an easy task. A group of chefs and experts in gastronomy, tourism and heritage started in July 2020 developing a candidacy for "Italian cuisine between sustainability and biocultural diversity" as UNESCO intangible heritage. Supporting the bid, the Minister of Culture commented "Italian cuisine means promoting an idea of quality of life, of Italian living which is made up of art, culture, landscapes, monuments, but is also made up



of experiences such as those of our excellent food". This also underlines the complexity of intangible heritage, and in particular gastronomic heritage resources, in comparison with tangible heritage resources, which often consist of a single historic site or building. However, complexity does not seem to have been a barrier for many countries putting gastronomic resources forward for UNESCO designation.

Initial designations of gastronomic intangible heritage included iconic elements such as the Gastronomic meal of the French, the Mediterranean diet and Traditional Mexican cuisine (Richards, 2017). Since 2017 the list of gastronomic heritage has exploded, with 26 listings approved, relating to ingredients such as tea and dates, culinary skills related to rum, coffee and harissa, food related festivals and individual dishes such as borscht and cous cous. An analysis of gastronomy listings in Table 1 shows that unlike the UNESCO tangible heritage list, countries outside Europe dominate the gastronomic listings. Azerbaijan and Tunisia head the rankings, with three designations each.

The growing designation of gastronomic heritage is arguably related to national promotional campaigns around culture, tourism and trade. Deacon (2011) criticises food nominations to the intangible heritage list, because of the apparent links to tourism rather than gastronomic considerations. He specifically targeted the Mexican nomination, but other countries, most notably Korea and Thailand, have been pursuing active policies to profile their food internationally, with significant support from tourism and export bodies. The Korean government has an active policy of "Spreading Korean food to overseas countries". One of the

TABLE 1 | UNESCO Intangible heritage listings in gastronomy per country (>>follows on next page).

COUNTRY	INTANGIBLE GASTRONOMY DESIGNATION
Algeria, Mauritania, Morocco and Tunisia	Knowledge, know-how and practices pertaining to the production and consumption of couscous
Azerbaijan	Nar Bayrami, traditional pomegranate festivity and culture
Azerbaijan	Dolma making and sharing tradition, a marker of cultural identity
Azerbaijan and Türkiye	Culture of Çay (tea), a symbol of identity, hospitality and social interaction
China	Traditional tea processing techniques and associated social practices in China
Cuba	Knowledge of the light rum masters
France	Artisanal know-how and culture of baguette bread
Haiti	Joumou soup
Italy	Truffle hunting and extraction in Italy, traditional knowledge and practice
Italy	Art of Neapolitan 'Pizzaiuolo'
Jordan	Al-Mansaf in Jordan, a festive banquet and its social and cultural meanings
Malawi	Nsima, culinary tradition of Malawi
Malta	Il-Ftira, culinary art and culture of flattened sourdough bread in Malta



TABLE 1 | UNESCO Intangible heritage listings in gastronomy per country

COUNTRY	INTANGIBLE GASTRONOMY DESIGNATION
Mongolia	Traditional technique of making Airag in Khokhuur and its associated customs
North Korea	Pyongyang Raengmyon custom
Paraguay	Practices and traditional knowledge of Terere in the culture of Pohã Nana, Guaraní ancestral drink in Paraguay
Poland and Belarus	Tree beekeeping culture
Saudi Arabia	Knowledge and practices related to cultivating Khawlani coffee beans
Senegal	Ceebu Jën, a culinary art of Senegal
Serbia	Social practices and knowledge related to the preparation and use of the traditional plum spirit – šljivovica
Singapore	Hawker culture in Singapore, community dining and culinary practices in a multicultural urban context
Slovenia	Beekeeping in Slovenia, a way of life
Tunisia	Harissa, knowledge, skills and culinary and social practices
Ukraine	Culture of Ukrainian borscht cooking
United Arab Emirates, Bahrain, Egypt, Iraq, Jordan, Kuwait, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Tunisia and Yemen	Date palm, knowledge, skills, traditions and practices

TABLE 2 | Analysis of food related designations in the UNESCO Intangible Heritage List.

Year	Total UNESCO designations	Food customs	Food preparation	Food total
2008	90	-	-	-
2009	85	-	-	
2010	47	1	2	3
2011	33	-	1	1
2012	32	-	-	-
2013	30	2	5	7
2014	38	1	2	3
2015	28	-	2	2
2016	41	-	3	3
2017	42	1	3	4
2018	39	-	-	-
2019	42	-	-	-
2020	35	-	4	4
2021	47	2	-	2
2022	48	4	6	10
TOTAL	677	11	28	39



measures taken by the Ministry of Agriculture, Food, and Rural Affairs (MAFRA), is to “Apply for the registration of Jang culture as UNESCO intangible cultural heritage of humanity through public-private collaboration”. Since 2016 MAFRA and the Korean Food Promotion Institute have been trying to secure UNESCO listing for Korean cuisine. They hope to hear positive news by the end of 2024.

An analysis of the UNESCO Intangible Heritage list (Table 2) shows that only 6% of the total designations are related to gastronomy. Most are linked to food preparation. However, the number of food related designations has been growing in recent years. In 2022 food heritage accounted for over 20% of all UNESCO designations.

The growth of intangible gastronomic heritage will also be boosted by the increasing number of UNESCO Creative Cities of Gastronomy. Before 2011 there were only 3 UNESCO Cities of Gastronomy, but 10 cities were added in 2019 and 13 in 2021, to reach a grand total of 50 cities. It is therefore likely that awareness of the link between gastronomy, intangible heritage and tourism will increase in future, in the same way as the World Heritage designation has done for tangible heritage sites.

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| WINE TOURISM AND CULTURE

Since the early experimental forms of winery visits, wine tourism has been associated with rural tourism, a direct evolution of agritourism in the 1980s: the mythical escape from the city for white-collar workers seeking apparent serenity in a bucolic environment. In the 1990s, it was complemented by the first semi-organized encounters with local producers, inevitably followed by product tastings, among which wine naturally stood out due to its seductive power.

Over the years, wine tourism has maintained this Virgilian character, even in its more niche expressions. It has recently become associated with trendier experiential tourism, inevitably stamped with the indispensable label of sustainability.

The risk in all these micro-evolutions has been. It continues to be twofold: on the one hand, falling into banality with dozens of repetitive visits, and on the other, relentlessly pursuing the WOW experience, with the genuine possibility of descending into the ridiculous. Wine and embroidery, wine and sumo wrestling, wine and science fiction – anything to amaze.

The trend of always needing to WOW and impress at any cost is not unique to this sector but rather a generational phenomenon. No one can be amazed or enthused by what he/she sees before his/her eyes anymore. We are all ready to ask the fateful question: What is next? What happens now?



The fact that viticulture itself can be, with its history, landscape, and savoir-faire, the primary source of astonishment and fascination is often overlooked and taken for granted in our discussed and over-analyzed wine tourism. Especially in the continent of Europe, whose borders extend beyond the classic wine-producing countries, stretching from Russia to Portugal, Luxembourg to Tunisia and Lebanon, we are permeated with elements that can surprise, satisfy, and create a bond with wine tourists long before the moment of tasting. We can speak of wine tourism even for teetotalers or those who are just beginning to approach wine and may become tomorrow's consumers.

Today's wine tourism and that of the near future is not just rural tourism but must imperatively be identified as cultural tourism. Visiting the Roman Forum and discovering where the vineyards were located, learning about the seasonality and production cycle of vines during Roman times, and getting lost in the woods of Locride or the countryside of Ardauli in Sardinia, where pre-Hellenistic pressing vessels reveal the origins of production techniques; landing in Lebanon and understanding how grapes were pressed in the land of the Phoenicians at the site of Tell Burak, where a system of interconnected vessels allowed the must to pass into the fermentation tank; arriving in Tunisia and following in the footsteps of agronomist Magon to the other side of the Mediterranean in the Selinunte Park – can there be a more WOW effect for a vine and wine lover?

The idea of tourism for teetotalers is realistic, albeit provocative. Far from desiring a decrease in consumption, the cultural dimension of wine tourism and wine production, in general, allows us to deeply reflect on the imminent dangers of declining consumption from non-producing



countries' fanatical hygienist demonization of wine.

Recent events in Europe have necessitated a careful analysis of the dangers that would arise from ill-advised labelling legislation and unfounded alarmism regarding the health risks of wine. What better way to defend this cherished heritage than by showcasing wine as a cultural product on par with a painting or sculpture? Wine encapsulates the memory of the European continent and represents an essential part of its civilization.

Viticulture and wine preserve the landscapes of many European regions. Beyond the realm of nature itself, winemaking methods in Europe vary significantly and result from long-standing traditions. Wine tourism should serve as the common thread that unites these places, representing the vine and its millennial history that transcends all geographical boundaries. The path leads to the discovery of evocative locations, ever-changing with each season, comprising material and immaterial heritage of extraordinary charm.

Wine, the vine, and the associated journeys also serve as a wonderful tools for intercultural dialogue. Countries with seemingly insurmountable political and ethnic frictions share ancient native grape varieties and their genetic heritage. In these countries, the winemaking tradition, an archaeological site, or a museum displaying artefacts related to winemaking serve as bridges to the European Union.

Of course, when we talk about archaeology, we also refer to the entire field of archaeobotany. The ampelographic collections in Beirut, Crotona, and Toulouse, initially created for research purposes, have now become open-air museums showcasing biodiversity in ancient times

and a source of inspiration for addressing the challenges posed by climate change. Was the climate centuries ago similar to our present climate? Moreover, which varieties performed better? Culture, sustainability, and dialogue among peoples — is anything else needed to impress?

Since 2007, with the establishment of *Iter Vitis les Chemins de la Vigne*, a Cultural Route of the Council of Europe, efforts have been made to lay the foundations for what is now an urgent necessity: the recognition of the cultural status of wine. *Iter Vitis*, born in Italy as an International Association, now has 23 member countries, from Azerbaijan to Israel, France to Montenegro, Lebanon, Herzegovina, and Georgia. Over the years, it has also demonstrated how wine, as a cultural element, contributes to constructing a valuable brand, even in countries where production may reach a lower level of renown. Culture also becomes a lever for marketing, such as using Kvevri in Georgia or excavations in the Bosphorus Kingdom, a Caucasian region known for producing sparkling wines. Did you know that the Hermitage Museum in St. Petersburg has a collection of wine production and consumption artefacts?

We do not need wine amusement parks; instead, let us continue to map and enhance our cultural attractions connected to wine. In the long run, they will be our main assurance for retaining the loyalty of active wine tourists and capturing new markets.

| THE LANDSCAPE

The landscape is not just a view but not merely what we see. It can evoke, more than any other resource, the traveller's involvement in an emotional dynamic that fosters the establishment of the tourist experience at an individual and collective level. For this reason, it has been identified as a major resource in the sense that it encompasses all others, telling the stories of places and fueling the imagination.

The landscape is rather a collection of relationships and functions that speak of the formation of the territory, that is, the long and continuous process through which nature and humans, interacting with each other, have transformed the natural space into something more evolved and organized, which we call territory. The landscape primarily tells of environmental and historical transformations, from the most distant to the most recent, becoming, for better or worse, the speaking physiognomy of change in a place, an area, or a region. The issue of change urges us to look at the landscape from an evolutionary perspective, oscillating between conservation and transformation, between the past and the future. Thus, the landscape becomes the mirror through which we rediscover ourselves, our world, and our society. It is no coincidence that Emilio Sereni, the most important historian of the Italian agrarian landscape, defined it many years ago as "the making of a certain society in a certain territory". Therefore, the landscape also assumes the value of a tool with which we can grasp authentic vocations and imagine the potential of the territory we are observing or experiencing.



Beyond the mere aesthetic dimension of the panorama, the landscape invites us to see rather than look. Thus, the landscape becomes a powerful primary attraction for tourism but also a valuable and indispensable support for all the other resources that are in various ways integrated, nurtured, or even produced by the landscape: one can think, first and foremost, of the relationship between food and wine resources and the agricultural landscape, the impact of the landscape on agritourism, or the connection between environmental tourism and forest or wetland landscapes.

There are many landscapes, such as urban, rural, and natural (now limited to a few patches of the world), and we can further divide landscapes into various types: landscapes of water, meat, industry, metals, coastal, mountainous, etc. We can observe them from afar, up close, from above, or from a panoramic point. However, the most attractive thing is immersion, experiencing a landscape to grasp its meanings, sounds, and smells; to benefit from its evocative power, which refers not only to its intrinsic beauty but also to the nature of its inhabitants, the communities that have settled there and have contributed to shaping it as we see it.

The landscape results from history and nature, that is, the problematic and fruitful relationship between ecosystems and human activities. Therefore, it is also constructed by humans, who, in turn, are somewhat shaped by it, as if there existed a sort of equation between the beauty of the landscape and human and social quality. When, in the early 19th century, Grand Duke Leopold II of Tuscany, wishing to personally explore the region he was to govern, travelled to the Maremma, he encountered "charming hills" and a "vast, rich, and fertile territory, where

the soft, joyful, and flattering land produces inhabitants similar to itself".

Natural and human forces generate the landscape, but in turn, it becomes a generator of attitudes, ways of being beauty, and other sentiments.

The landscape is a mosaic. Urban and rural landscapes are composed of infinite and multiform tiles, more or less densely arranged, which change over time like a kaleidoscope. Sometimes, in the long time span of history or the much longer span of geological eras, and at other times more abruptly in the short time of the present, as it is happening in the Anthropocene. In our era, the mosaic tends to disappear and become uniform because the landscape has undergone, for various reasons, processes of simplification, homogenization, and sometimes trivialization. One can think of the Italian agricultural landscape, which has experienced processes of specialization and intensification in the plains. At the same time, it has suffered abandonment and depopulation in the hills and mountains: opposite phenomena that converge in determining a simplification of landscape diversity. However, the mosaic resists and can be considered the most pervasive resource that attracts tourism, especially sustainable and conscious tourism.

The landscape is like a living and changing work of art. It is a collection of signs that nature and history have deposited over time: from a farmhouse to a country lane lined with rows of trees, from the more or less regular grid of fields to pastures and forests, from alpine rocks to hilly ravines, rivers, and lakes, etc. Thus, this becomes heritage, on par with cultural and environmental assets. It is no coincidence that in Italy, Article 9 of the Constitution includes among the main tasks of the Republic the "protection of the landscape and the historical and artistic

heritage of the nation" and that the primary implementing law of this principle is called the "Code of Cultural Heritage and Landscape.»

"Heritage" means something valuable for us and future generations. It follows that the care of the landscape and the reasoned governance of its transformations are essential conditions for the lasting success of different tourist destinations.

Valdichiana Senese

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| TRENDS AND CASE STUDIES OF GASTRONOMY TOURISM

There are many trends in food travel. Distilleries have popped up everywhere, so you don't just need to go to Kentucky (USA) for whiskey. Cities of all sizes are finding their own unique identities and creating curated food trails, like the Concord Taco Trail (Concord, California, USA). And craft beer is worldwide, leading to events like the Birritalia Festival in Padova (Italy). But there are a few macro-trends that seem to be increasingly important.

When designing food attractions, the focus is still on the authentic and local. Now, there is an added focus on cultural immersion. Beyond just trying local foods, people want to see how they integrate into the local culture. Think about market tours, where tourists can shop beside locals. Think about hidden local favorites where working people go to lunch, rather than just landmark restaurants.

As people emerged from the pandemic, they missed their opportunity to explore. Emmy-winning travel journalist Peter Greenberg points to the increased focus on experiences rather than material purchases. The term "revenge travel" reflects this desire to travel "in revenge" to the pandemic, which had kept people at home for too long. Demand is high for travel. Tours are sold out, and tour operators are able to quickly raise prices. Keep in mind that Chinese outbound travel has barely restarted, and you can imagine how much demand we will see in the future.

| MATTHEW J. STONE
UNIVERSITY OF CALIFORNIA,
CHICO (USA)



Luxury travel is having a moment. The economy of the past few years has hurt some groups while helping others. Ultra-luxury experiences are in high-demand, and there is no price too high for some. This does not mean that every destination should pursue luxury travellers. It does mean that destinations which attract luxury travellers should ensure there are enough unique experiences to cater to these markets. These destinations should connect with luxury travel specialists and tour operators to produce and promote luxury experiences. There is a lot of competition for the luxury dollar. Offering the same “great restaurants with great wine” that you offered 10 years ago is not enough to stand out.

After years of focusing on Millennial travellers, the travel industry has realized that senior travellers have a lot of accumulated wealth which they are ready to spend. Greenberg reports that travellers over 60 are the biggest travel market: over one-third of all travellers! They want to spend their savings exploring the world while they are still able.

There is an increased focus on secondary destinations and smaller cities. As demand has filled up the biggest cities and prices increase, many travellers are looking for alternatives. Additionally, today’s travellers are more experienced. They have already been to Venice, Rome, and Florence, but they may have not been to Bergamo or Torino. Finally, travellers want stories to tell, and this may mean finding off-the-beaten path experiences. Wine connoisseurs will always love Napa Valley, but they want to tell their friends that they just visited the next emerging, undiscovered wine region. In Italy, Tuscany is a world-famous culinary region, but how many visitors from North America have heard of Marche or Reggio-Emilia? Slovenia, with its Taste Slovenia branding and

marketing campaign has sought travelers who are looking for a less well-known destination with unique local pride and local foods. Netflix and Amazon suggest movies, books, and other products based on what you enjoy. Travel is the same: If you liked Copenhagen...try Helsinki. If you liked Prague, try Vilnius.

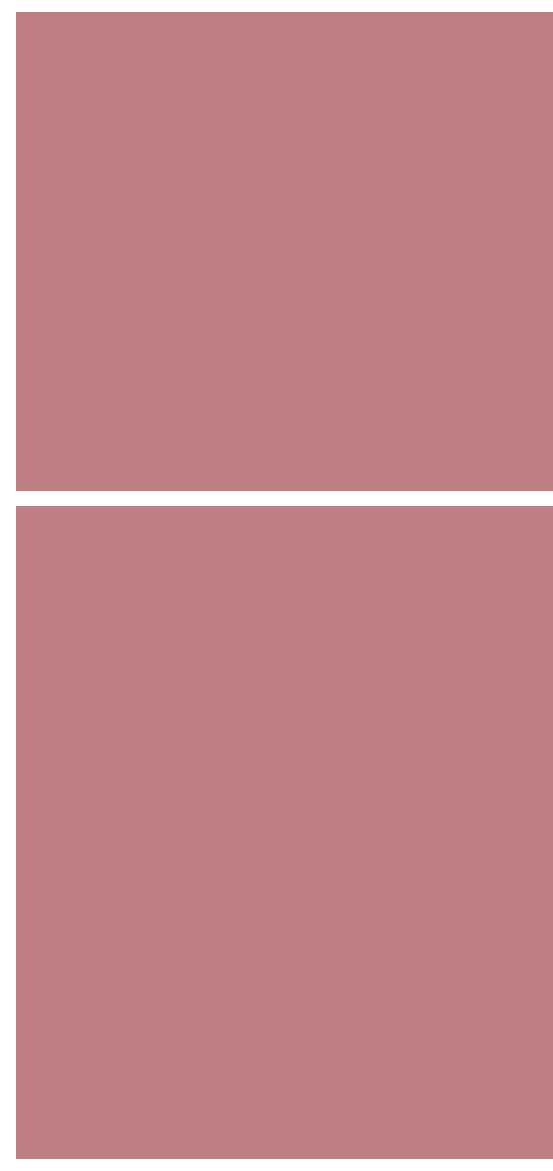
Finally, travelers want experiences that are **customized** or **exclusive**. They want to tell their friends about their unique experiences. These will usually cost more than a typical experience, but it meets the desire for cultural immersion and their desire to be unique. Can a food tour take them to the backstreets of a destination which are not discovered by tourists? Can a winery offer a tasting that is more immersive than the typical five pours? At California's Del Dotto Estate Winery & Caves, the cave tour provides wine tastings straight from the barrel and visitors can purchase wines bottled from the exact barrel they tasted from.

Destinations, food and drink businesses, and tour providers should explore which of these trends they can use to attract today's culturally-aware food travelers.

| CASE STUDIES

Luxury, immersive, off-the beaten path: In 2023, Abercrombie & Kent offers a 23-day Cultural Tours private jet tour around the world starting at over \$150,000 per person. In the past, luxury tours were a "greatest hits" like Paris, London, Egypt, and the Taj Mahal. Many of today's luxury travelers have already explored these places, so this tour includes Bhutan, Abu Dhabi, Japan, and Sicily. It also focuses more on cultural experiences, with a focus on food. This includes street food in Sicily and





lunch at a local tea house in Uzbekistan.

Luxury, exclusive, off-the-beaten path: Luxury cruise line Silversea Cruises offers exclusive culinary-focused S.A.L.T. events on many of its itineraries. Chef Rasmus Fisher in Denmark, hosts passengers on a visit to an organic farm, and leads a Gourmet Innovation cooking class. Famous chefs like Catherine Fulvio (Ireland) and Daniel Madsen (Norway) host cooking classes. They also offer S.A.L.T. excursions in lesser-celebrated destinations like Klaipeda (Lithuania), Riga (Latvia), and Belfast (Ireland).

Secondary city, unique, conversational: Columbus (Ohio, USA) features several local food trails that visitors can explore on their own. These include the Columbus-style Pizza Trail, focusing on the local favorite: ultra-thin crust pizza, cut into squares, with edge-to-edge toppings. Signing up for the mobile passport allows visitors to check in to earn prizes. Columbus also offers the Columbus Coffee Trail and the Columbus Ale Trail. Travelers can even pick up a t-shirt as a souvenir.

| ARTISAN GELATO: AN EXTRAORDINARY PRODUCT OF ITALIAN CULTURE

Snowhouses, architecturally the most peculiar ice houses, and snow wells are scattered worldwide. The pursuit of pleasure through the use of chilled beverages is a characteristic of humans regardless of their latitude. With the discovery of reliable sources, we know that from India to China, Japan to the Middle East, and southern Europe, there were places where snow and ice were stored for food consumption. Italy alone has hundreds or even thousands of such places. Unfortunately, these locations have never been fully documented. Among the most interesting examples are the snow cellars at Villa Adriana in Tivoli or, later on, the snow wells built near monasteries and noble and bourgeois villas. Some streets, like Via delle Ghiacciaie in Florence or Vicolo della Neve in Palermo, bear witness to the widespread use of ice for food purposes. Emperor Hadrian built large ice cellars with drainage channels for wastewater in his villa in Tivoli, which can still be visited today. In imperial Rome, a tool called the *colum nivarium* was created (an example of which can be found in the Archaeological Museum of Naples) to "purify" the snow from residual twigs used to protect it from heat and prevent it from melting. Any beverage, both in the past and present, is delightful when served chilled.

It was the Arabs, for their pharmacopoeia, who transformed a decoction of infused medicinal herbs and roots into a syrup (Shrb), which would later become the basis for the creation of sorbet. The syrup

| LUCIANA POLLIOTTI
FOOD HISTORIAN



administered to the sick, either hot or cooled with ice. However, here we are not talking about "gelato". We are still talking about chilled beverages.

It is with the Italian Renaissance that the history of gelato begins

Culture, art, and a zest for life exploded, causing a tidal wave. Leonardo, Michelangelo, Ariosto, and Galileo were the peaks of an exhilarating ferment. Genius and audacity dictated the rules in all sectors: artistic, intellectual, and cultural.

Naturally, it was not all puppy dogs and rainbows. Life outside the palaces was tough: social injustices, poverty, diseases, etc. However, amidst these miseries and contradictions, the joy of living and a natural love for good food burst forth. Two important cookbooks written in the 15th century by Platina (Bartolomeo Sacchi) and Panonto (Domenico Romoli) became true best-sellers. Venice was the publishing capital, and it was in Venice that texts such as "Delle oneste voluttà" and "Singolare dottrina" were printed and reprinted. Literary chefs flourished, and dining became an art.

Florence, Venice, Mantua, Ferrara, and Rome gradually perfected the art of dining. Using the third utensil, the fork, became the norm among the nobility and the new mercantile bourgeoisie. Great chefs thrived, able to express their genius and creativity almost every day, accumulating experiences and creating new sensations. Their dishes elicited in diners the same enthusiasm as a painted canvas or a beautiful facade.

They were considered artists and held in the highest regard. The kitchen was seen as a reflection of a family's wealth, taste, and customs. The kitchen brigades housed dozens of people within them, giving rise to new specializations.

Moreover, in this context, we find the first traces of an exquisite product such as gelato, primarily because of its novelty, deliciousness, and the extreme complexity of its preparation, as well as the expensive or rare ingredients used, such as sugar, ice, and salt.

Florence, in particular, is rich in legends about gelato. However, where there is smoke, there is sometimes fire. After her marriage to Henry II, the young Catherine de' Medici brought with her not only perfumers and tailors but also a certain Ruggeri capable of creating extraordinary "frozen sweet treats." Another story involves the architect Bernardo Buontalenti, a great inventor of spectacles, as well as the one who completed the Uffizi, created the Belvedere, designed the *Ghiacciaie Street* in Florence, and built fortresses for numerous Tuscan cities. He invented a delicious egg-based cream, enhanced with a touch of Vin Santo, and served it as gelato. It is said.

An ode written by the literary figure Francesco Redi gives us a glimpse of the aromas, flavours, and method of preparing the early ice creams. Milk, eggs, sugar, jasmine flowers, and lemon zest were mixed in a porcelain *sorbetière*, which was then placed in a tub containing ice and salt (to lower the temperature of the ice). The *sorbetière* was continuously rotated until the entire mixture changed its consistency from liquid to solid.

During the rotation, the liquid adheres to the parts of the *sorbetière*,



freezing. With a paddle, it is detached and falls to the bottom until, continuing the rotation, the entire liquid freezes.

In this context, gelato was born, along with a new profession: the *gelatiere* (gelato maker). The movement that the *gelatiere* performs to make gelato is known as "detach and spread," and in Italy, this operation has been passed down from father to son until the 20th century, until the invention of the *gelatiera*, more precisely, the electric churner, patented by Otello Cattabriga in Bologna in 1927.

The path was opened during the Renaissance, and Italian gelato experienced a series of successes. Over time, gelato became enriched with flavours, tastes, and combinations. Italian gelato makers were highly sought after at European courts and noble households, and kitchen brigades were complete with a cold professional.

In recipe books from the early 18th century onwards, surprising gelato recipes can be found: scented with cloves, violets, and cinnamon; ice cream made with cherries, almonds, and wines. And later with chocolate, coffee, but also with fennel, truffle, the combination of garlic and strawberries, etc. Creativity knows no limits — the first ice cream.

The invention of artificial ice in the 19th century allowed for the European and global spread of Italian-style gelato because it eliminated the initial and costly obstacle of sourcing ice. Although the prices of the raw materials used to make gelato were still high, especially salt, gelato left the court and became "democratized."

A significant contribution to the democratization of ice cream was made by Procopio Cutò, a young Sicilian ice cream maker who, after romantic adventures, emigrated to Paris and managed to open the famous Café

Procope, located in front of the Ancienne Comédie where it still stands today. Young Procopio produced and sold his "gelato" to the public, which achieved tremendous success. Intellectuals and artists were the main patrons of the café.


The artisanal gelato of Italian tradition

In the second half of the 19th century, it was the gelato makers from Val di Zoldo, the Cadorini, and later the Neapolitans, Sicilians, and Piedmontese who contributed the most to the spread of Italian-style gelato in Europe and the world. Generally, they were extremely poor and forced to emigrate due to economic conditions. Unable to open their establishments, they brought the gelato directly to the people. They invented gelato carts, and with two, three, or four gelato containers, they reached parks, schools, and public buildings. Then, they would open gelato shops when they had accumulated enough money. However, even after World War II, they never abandoned reaching out to the communities with their carts and the typical cry: "Gelati, gelati!" (Ice cream, ice cream!)

In the 20th century, the Italian-style gelato of school and tradition had already established itself. The dissemination of gelato shops was supported by the crucial role of machinery industries and manufacturers of semi-finished products, which contributed to improving the quality of Italian artisanal gelato.

The new machinery created for gelato production allows, for example, proper incorporation of air into the mixture during the churning phase, creating the typical creaminess of Italian-style gelato. The use of local





products, combined with the study of recipes linked to the gastronomic traditions of different geographical areas, contributes to making this product unique, unrepeatable, never standardized, and a vehicle of emotions, flavours, memories, and desires. Professional training courses have been continuously organized since the early 1960s, allowing artisanal gelato makers to explore new processing techniques, continue studying raw materials, and better balance the recipes behind their creations.

A dense network of artisanal gelato shops covers the entire national territory, and this network has spread globally. In artisanal gelato and the profession of gelato maker, of which we are masters after centuries of practice, the culture of a people is synthesized, a culture based on skills, creativity, and passion.

| THE PLACES OF SENSORY MEMORY

GASTRONOMY TOURISM AS A TOOL FOR THE INTEGRAL ECOLOGICAL REGENERATION OF MARGINAL AREAS

Memory is the ability to retain traces of external stimuli that we have experienced. It is the process aimed at assimilating, preserving, and recalling an experience. Unlike other sensory information we receive from reality, these impressions linger in our brains briefly. However, some of these impressions, defying their usual transience, transform into strategic information that remains useful in the long term—much like the address of a home to return to. This mechanism explains why we can remember the taste of a dish even after many years and why, when we come into contact with certain flavours again, they can transport us back in time, leading us to a specific place.

This alliance between taste and sight, forged by memory, is why food and wine are closely connected to tourism. Through eating and drinking, we immediately and involuntarily see places that have become attached to the walls of our memories or collective imagination. We desire to revisit these places or explore them for the first time.

Outside our minds, the mechanism remains the same: food and wine also have the power to awaken and regenerate places in reality.

The Mediterranean Diet is an example of this phenomenon: it is not only a lifestyle and a shared heritage but also a true model of development

| SARA ROVERSI
FUTURE FOOD INSTITUTE



that has given voice to silent resources, awakened dormant ones and initiated a comprehensive ecological regeneration of a territory. In short, it serves as a driving force for environmental, economic, political, social, cultural, and human renewal in a marginalized area of our country: Pollica, in Cilento, an emblematic UNESCO Community of the Mediterranean Diet. Despite the steadfastness of its intangible heritage, it is one of many areas afflicted by the transience of tourism.

Although Italy holds the largest number of sites on the UNESCO World Heritage List (58, including five natural reserves and eight cultural landscapes), according to recent studies, international visitors continue to concentrate only 1% of the territory (The Data Appeal Company, 2023). This explains the congestion in urban centres and the progressive abandonment and neglect of small towns and villages. In these communities, the confinement of tourist flows to a specific time of the year leads to an impoverishment of the economy, cultural vitality, services, political attention, population, and even the land itself, with a lack of workforce.

However, it is interesting to note that precisely in these marginal areas, the highest national percentages of producers or transformers of excellence in the food and wine sector (PDO, PGI, TSG) are recorded (Il Sole 24 Ore, 2023). Therefore, food and wine could and should serve as an initial catalyst for tourism, which, if embraced by a receptive territory committed to preserving its authenticity, triggers a concentric propagation of comprehensive regeneration.

Pollica represents the replicable prototype of this type of development, having translated its intangible heritage - the Mediterranean Diet, which has belonged to all of humanity since 2010 - into a process of

widespread prosperity. The enhancement of the country's food and wine richness is triggering a gradual de-seasonalization of the tourism offer, which is both the cause and the effect of the development of the entire territory.

Because everything is incredibly interconnected. Responsible, aware, and sustainable tourism can be a revitalizing tool for a place, especially when it is based on the foundation of food and wine, which, even before being a good, a necessity, or a pleasure, is a vehicle of identity, a universal language for connections, and a form of hospitality.

As Pollica is demonstrating, sustainable tourism:

- strengthens and protects identity values,
- balances the spaces between urban and rural areas,
- creates an economy by instilling in communities a sense of belonging that motivates them to care for the land, buildings, and services,
- awakens awareness and creates storytelling,
- supports businesses that, in turn, nourish and substantiate local culture.

Prevents depopulation or the abandonment of precious places for the protection of biodiversity and the survival of traditions.

By exporting and replicating this system in marginal areas, the results in terms of development would be visible at a national and international level; they would be, in fact, integral.

However, it is relevant to reiterate that for the regeneration process that



originated from the food and wine heritage to be achievable and replicable, concrete investment (not only economic but also symbolic) in marginal areas is necessary. It is the stone thrown into the water that creates concentric waves involving dormant objects in their motion at different distances and with different effects, forcing them to react and come back to life.

With an incomprehensible paradox, the virtualization of reality is returning to us the experiences taken away from us in seconds, minutes, hours, and days: we have and will have more and more time to observe, understand, taste and discover. It is our task to protect the object of our sight, knowledge, palate, and movement. Moreover, to remember that all the past we are allowed to know is what the present delivers to us.

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| THE ITALIAN AGRITOURISM

The Covid-19 pandemic severely hit the agritourism sector regarding tourist arrivals and business volume. However, it still represents one of the most dynamic and lively in Italian agriculture and, more broadly, in tourism. The number of agritourism businesses in Italy has continued its long-term growth even during the pandemic period (1.3% increase in 2021 compared to 2020 and 3.3% increase compared to 2019), reaching a record number of 25,390 companies and offering 532,000 dining seats, approximately 14,000 camping pitches, and 294,000 beds, accounting for about 6% of all registered accommodation facilities in Italy.

The tourism demand data also shows that, within a general recovery framework, agritourism is the sector that has quickly regained pre-pandemic levels. The number of guests surpassed 3 million (+36.9% compared to 2020) in 2021, with over 12 million overnight stays. While agritourism was seen by Italians as a safe refuge during the pandemic, a place to reconnect with nature and oneself, with the return of foreign tourists, the sector seems to have gained a new awareness of embodying a type of destination that perfectly aligns with many of the values that the market now seeks in terms of environmental and social sustainability.

The excellent figures recorded by agritourism, however, only partially tell the story of the social role these businesses play in the most challenging territories of the country.

The widespread distribution of the agritourism network allows for the

| FABIO DEL BRAVO
THE INSTITUTE OF SERVICES FOR
THE AGRICULTURAL AND FOOD
MARKET – ISMEA



inclusion of many of Italy's marginal areas in the tourism market (over two-thirds of municipalities classified as internal areas have at least one agritourism).

These are often territories subject to progressive and dramatic demographic depopulation, especially among the younger population. In the past ten years, Italian rural areas have seen 44% of young people between the ages of 15 and 39 abandon them. In these areas, agritourism families serve as custodians of local traditions and represent a fundamental element of continuity between past and future. In short, agritourism is a driving force for the development of these territories, ensuring the vitality of the socioeconomic fabric, preserving the landscape, and safeguarding culinary specialities.

In this regard, it is impossible not to mention one of the cornerstones of Italian agritourism: food and wine. Approximately 13,000 agritourism businesses are involved in food service, and over 6,000 offer tastings. In carrying out these activities, agritourism is required to use a substantial portion of their own products according to national law. Alongside numerous geographical indication products (such as DOP and IGP), there are often Traditional Agri-food Products (PAT) and, more generally, all local culinary specialities that, based on a well-established tradition, deserve recognition and valorization in the market.

Over time, Italian agriturismo cuisine has undergone profound evolution. Initially, the focus was on purchasing on-site farm products and enjoying rustic cuisine. Today, there is an expectation for a wide range of products representing the surrounding territory and the opportunity to learn how to cook, process the products, and discover the secrets of production techniques.

In this sense, Italian agriturismo can be considered the true ambassador of taste and know-how connected to Italian culinary traditions. During a vacation at an agriturismo, it is not uncommon to come across genuine gastronomic excellences, often destined for niche markets, including foreign ones, or enriching the menus of Michelin-starred chefs worldwide.

Recent events have accelerated transformations in the national and international tourism market, and new consumption habits have spread. The demand has changed, expressing new needs and greater attention, giving rise to a new way of conceiving travel that emphasizes safety and sustainability.

In this context, rural tourism can play a crucial role in the coming years, and Italy, with a strong national regulatory framework, is the country that has developed the most comprehensive, evolved, and articulated model of rural hospitality on the international scene. The well-established agriturismo system, thanks to the activities of the Ministry of Agriculture, Food Sovereignty, and Forestry (MASAF), can now integrate with wine tourism and olive oil tourism circuits, which are two important assets of the DOP Economy to be valorized.

The objective is to increase visitor flows to Italian rural areas, characterized by a wealth of gastronomic, recreational, and cultural attractions, representing the ideal ecosystem to offer unique experiences. This approach prioritizes a model of sustainable valorization of human and landscape resources that can ensure diverse and long-term benefits to all stakeholders involved: local communities, tourism operators, and visitors.



| CARLOS FERNANDES
INSTITUTO POLITÉCNICO DE
VIANA DO CASTELO – IPVC
(PORTUGALLO)

| MAINTAINING TASTES OF THE PAST IN TODAY'S REGIONAL GASTRONOMY

The identity of people and the heritage of a region are expressed through cultural displays, social relations, and their transmission from one generation to the next, keeping family traditions alive. Food and gastronomy are among the most basic elements of culture. Food is a symbol of place, symbolising not only shared identity through common consumption but also the past. In each region, people tend to have their own way of collecting, preparing and eating food. A strong sense of nostalgia is enfolded in the conception of these typical foods as representations of ways of life that may not have existed or no longer exist.

Gastronomy is based on food cultures that are deeply rooted in the regions where these foods come from. Not a specific food, or an ingredient, but the culture of eating. In essence, food cultures are social practices that have developed over long periods of time in specific regions.

For the locals, eating can even be a pastime, with the component of being together at the table/socialization having considerable prominence. For those who visit us, we have to sensitize them to appreciate the culinary tastes and the simplicity of the product while, at the same time, transmit the history of the tradition of the food in question and its role in the local culture. This connection will make regional gastronomy more appealing to those who visit us. Subsequently, literature confirms a growing interest



in culinary history and gastronomy, and especially when associated to tourism.

When can we say that a food is traditional? Contemporary travellers commonly ask this question. The simple answer is that a dish is traditional when it is enthused by the modest cuisine and values of the ancestors of a region, rooted in the tradition of its uses and customs and favouring local ingredients and products with short supply chains.

Taverns, trattorias, bistros, casas de pasto, different designation in different countries, but the same basic principal. These similar eating establishments are well-known for making old-fashioned pot food that includes soups and characterised by its seasoning and based on sauces, pasta and potatoes in almost every meal. There are those who argue that pot food leads to food waste and, consequently, out of control of costs. That it makes no sense to cook food in pots the old-fashioned way. I say there are big pots and smaller pots. You have to reduce the size of the pot. But stay with the pot!

Such establishments were/are popular with working people looking for comfort food, homemade and in quantity, possibly accompanied with local wine and accompanied by informal conviviality and even cultural entertainment. The typical gastronomy is generally still preserved, although changes have occurred due to external forces such as the global trend of valuing regional culture in the face of advancing globalization, technological advances that changes the way in which we prepare and cook our food, the COVID-19 pandemic and our refuge in the kitchen, and others. Consequently, we have experienced an accelerated evolution of changes in consumption patterns and consumer tastes in contemporary society. This brings us to our next

question: is regional and traditional food being lost?

Regional cuisine is likely to come under threat if restaurants do not value what originates from local sources. On the other hand, eating-places increasingly need to play another key role. Sustaining not only the basic local ingredients that make up each dish, but also the knowledge, skills and creativity related to transforming these ingredients into regional dishes and ultimately experiences for customers.

Today's tourist wants magic! We are living in a society that highly values entertainment, often expressed through storytelling. It is not just about the food, but the expected emotional engagement, encompassing the story of the food they eat, but also details about its preparation, ingredients, etc. Show that local products/ingredients are part of the local way of life. It is not just about eating good food; it is about consuming precious culture.

In order to organise a social practice such as a meal, we need basic materials: the ingredients that we use to prepare a certain dish. Even if we have food, however, it does not become a meal until it is given meaning, for example by the people eating it, such as a family sitting down to eat together, or a specific combination of foods that signifies a special occasion. Even being presented with a meal is not enough to make a practice: those eating and serving the meal also need certain competences that contribute to the successful completion of the meal. These include, for example, skills in using eating utensils, understanding how certain foods should be prepared, presented, served and eaten,



and a knowledge of table manners and etiquette of the group.

For these reasons, and if we all work to make the region a dynamic destination, recognizing and valuing its gastronomic richness – from the product, passing through the cook, chef and food retailers, the visitor will have many reasons to stay longer and possibly return for a visit.

«Haute cuisine» is dependent on the alliance between science and cuisine, and focused on the presentation of food on the plate. «Food design» plays an extremely important role in this kitchen concept. However, this segment of customers represents approximately 10-15% of the market. The hazard of this type of cuisine is that the focus is on the «chef» and/or the restaurant, while with traditional gastronomy the focus is on the region, its culture, people's lifestyle, the discovery of a culture different from the one we are accustomed. Traditional gastronomy is more effective on retaining those who visit us!

On the other hand, we will weaken our gastronomy if we change it simply because it is a current trend. Once the euphoria of this trend has passed, we run the risk of turning our food into “just another”, without distinction, from a unique gastronomy to a cuisine influenced by industrialized products. Taste must always come first. This is possible using the best we produce from our lands, rivers and sea, just like our ancestors did in the past.

In addition, nowadays, there is a growing concern about sustainability and the need to make gastronomy sustainable. It is an important issue, not only because of the importance of gastronomy in people's quality of life, but also because it is a vital element in attracting visitors. We need to address the sustainability of gastronomy from the perspective of defending regional cuisine and food production from the effects of

globalization. Moreover, all the elements of the social practice of gastronomy are important in sustainability. In a study with Greg Richards, we argued that we need to sustain not just the basic ingredients that go into each dish, but also the knowledge, skills and creativity related to turning those ingredients into meals, and ultimately into experiences. It is no good helping to conserve a unique type of olive oil if people no longer know how to use it properly or appreciate what they taste. This means we need a much more holistic approach to sustainable gastronomy.

But traditional food is being forgotten and with it the secrets of recipes, cooking instruction of dishes embedded in tradition and an insight of quotidian uses and habits of local cultures associated to food preparation and cooking. Máirtín Mac Con Iomaire recognises that much of the work of culinary historians is centred on written sources, ranging from cookbooks, diaries, or menus. The voices and life experiences of most food workers (both domestic and professional) are hidden, apart from the minority who wrote cookbooks or memoirs.

It becomes imperative to research into the oral history and record this “lost” heritage, not only for salvaging forgotten culinary traditions, but also for compiling the makings for gastronomy storytelling. As Alessandro Portelli once said, oral historical sources are narrative sources.

How should we proceed? Start with consulting written sources and follow-up with interviews of oral history. Personal food history, food preparation and preservation, particularly recipes that were handed down orally, and diet, identity and food changes according to locals. Inventory/document in order to value the culinary component with the



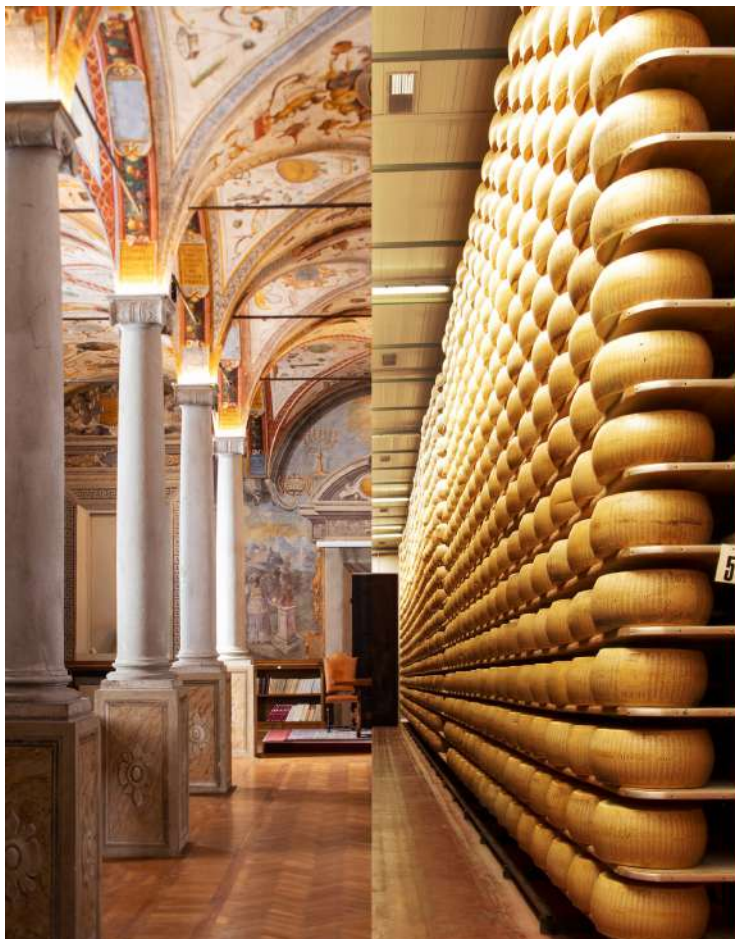
historical-cultural component (customs and traditions such as utensils used, ways of conservation, associated resources existing in the area; local traditional products of gastronomy including ingredients, cooking time, social characteristics, and local festivities schedule and local traditional dishes.)

The inventorying of communal memories of retold recipe-narratives can mobilise a community by engaging its inhabitants around the practical elements and ingredients of recipes that are culturally valued by them due to nostalgia of past experiences, imagined or not. It may be about a certain recipe that has not received as much attention or popularity, but is still culturally important and retained in the memory of the people. The intergenerational cultural transmission of one of a community's most precious heritage, the dishes and narratives associated to traditional gastronomy, may contribute to reinforce local pride, community attachment and identity. The final product, often referred to as a region's gastronomy charter, is a tool that could then be used to promote further the regional gastronomy in school meals, serve as support in cooking courses, workshops on "forgotten food", gastronomy events and for restaurants in designing their menus. A true bottom-up initiative for preserving regional gastronomy heritage.

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| POD TOURISM: THE EVOLUTION OF POD AND PGI VALUE CHAINS, A SYMBOL OF ITALY

Over the years, the Report on Gastronomy Tourism in Italy has become a true asset for the sector, providing the necessary knowledge tools for its understanding and full development. It has managed to highlight the strategic elements of the industry - its strengths - and capture its critical aspects, offering analysis and insights to address them. For those who view the relationship between tourism and the agri-food world as an extraordinary driving force for our territories, the Report has become a critical guide that supports institutions, businesses, Consortia for protecting POD and PGI products, and professionals in various fields.

Thanks to the attention the Report has given to the Foundation, the Qualivita Observatory has been able to identify and showcase the tourism experiences that the Consortia for the protection of POD and PGI products have progressively developed, benefiting numerous local tourism operators, from agritourism businesses to tour operators. It is from this connection that the project originated, allowing Qualivita to identify and define an important specific segment of food and wine tourism: POD Tourism. This term refers to the tourism experiences linked to authentic projects centred around products with Geographical Indication, coordinated at multiple levels by the Consortia to protect POD and PGI products. This growing phenomenon has a production value of 19.1 billion euros, accounting for 21% of the national agri-food sector, and covers 100% of the Italian provinces (Ismea-Qualivita, 2022).

| MAURO ROSATI
FONDAZIONE QUALIVITA



The approval of the draft European Geographical Indications Regulation by the Agriculture and Rural Development Committee of the European Parliament, which took place on April 20, 2023, has provided further impetus by defining the tourism competencies of the Consortia for the protection of Geographical Indications through the attribution of an institutional role in wine tourism promotion.

Thanks to the international renown of Italian Geographical Indication products and the numerous initiatives the Consortia promoted for protection, POD and PGI value chains are increasingly at the heart of national tourism offerings, as evidenced by numerous examples. The main POD and PGI value chains and Consortia for the protection are already involved in POD Tourism:

- wine (e.g., *Cantine Aperte*, *Gran Fondo Gallo Nero*, *Tempio del Brunello*),
- olive oil (e.g., *Frantoi Aperti*, *Olivetati Aperti*),
- cheese (e.g., *Caseifici Aperti*, *Made in Malga*)
- meat (e.g., *Aria di Festa*, *Finestre Aperte*)
- balsamic vinegars (e.g., *Acetaie Aperte*)
- spirits (e.g., *Distellerie Aperte*, *Grapperie Aperte*)


In 2022 alone, the Qualivita Observatory counted over 230 events organized by the Consortia for protection, including tastings, outdoor visits, festivals, and initiatives that responded to the citizens' demand for authentic experiences in food and wine territories. In many cases, it is precisely the tiny value chains that, more than others, have been

affected by the effects of the pandemic and the contraction of some distribution channels that have managed to provide a concrete response through direct sales initiatives and incoming tourism, offering qualified food and wine experiences. This aspect confirms POD Tourism as a real driver for developing productions and, above all, territories, fostering tourism and agritourism activities intimately linked to Italian agricultural and agri-food production.


In addition to these aspects, numerous positive elements are related to the coordination of the Consortia for protection. These include the formation of an increasingly aware consumer through experiential activities capable of conveying all the values of the value chain, such as know-how, environmental factors, artistic and cultural heritage, and historical and social heritage. Furthermore, coordinated, sustainable management at the territorial level is introduced, aimed at safeguarding the areas' natural resources.

In the vision of POD Tourism development, supported as mentioned in the proposal of the new EU Geographical Indications Regulation, the new role entrusted to the Consortia is crucial because the shared vision is to add value to the value chain not only in economic terms but also by bringing quality and benefits to the entire territory. In this scenario, three elements can make a difference thanks to the Consortia for the protection: the ability to provide genuine "agri-food education" regarding authentic territorial productions, expertise in protecting Geographical Indications from imitations, even in the tourism sector, and the ability to create synergies and tourism offerings with a focus on sustainability.





Education about POD and PGI value chains will have the task of imparting comprehensive knowledge about the products themselves and the territory, expertise, biodiversity, and culture, thus creating or renewing the connection with visitors. The protection of the national agri-food heritage is now a topic of great relevance, and the Consortia for the protection of POD and PGI play a crucial role in this, having gained extensive expertise in tourism promotion over the years. At the same time, they are also the most committed entities in safeguarding the natural factors of production and biodiversity that have made their productions great. They are also the most suitable for ensuring economic and social sustainability and supporting employment in non-delocalized value chains.



Gastronomy tourism represents a great opportunity. We hope that the vision of businesses and organizations, accompanied by the Consortia for the protection, embraces the economic aspect and other areas related to the quality of life, such as education and sustainability.

| INNOVATION AS A DRIVER TO ACHIEVE A SUSTAINABLE COMPETITIVE ADVANTAGE

The gastronomy tourism sector is often perceived in the collective imagination as a market context populated by "business formulas" (Coda 1984, 1998) that are generally mature (at most subject to restyling actions) and arise from the intersection of sectors (agri-food and tourism) that are not highly oriented towards innovation or, at least, subject to gradual and slow changes when compared to other sectors such as mechanical and electronic manufacturing, chemistry and pharmaceuticals, financial services, etc.

In what terms, and therefore in which directions, could an update or even a re-conceptualization of the "business models" (among others, see Osterwalder and Pigneur, 2010) of companies offering gastronomic products and experiences with potential tourism valorization be conceived? What should be the balance in portfolio dynamics between pursuing the new and exploiting the products/services created (thus the achieved results)?

The answer to these questions inevitably leads us to understand why, how, when, and in which direction to innovate. The assumption that innovation is the foundation for the long-term success of every company is now well-established in the literature of the field (among others, Keeley et al., 2013). Every entrepreneurial reality is subject to more or less intense competitive pressures it must face and pressures that end up eroding the achieved competitive advantage or, conversely, slowing down or

| MARCANTONIO
RUISI

UNIVERSITY OF PALERMO (ITALY)



blocking the pursuit of achieving it.

If businesses want to pursue their development, they must proceed swiftly, following hyper-competition logic (D'Aveni, 2010), which means considering the possibility of surpassing the same results already achieved to aim for new and more ambitious objectives. The challenge then lies in the balance between exploitation and exploration actions (Osterwalder et al., 2020), that is, managing/exploiting existing value propositions that provide us with positive and consolidated margins, along with innovative proposals that outline new projects at various levels of risk. Innovation must, of course, take into account the dynamics of change that are exogenous to the company and that affect macro-environmental variables (hence the use of PESTEL analysis), such as people's lifestyles and disposable income, weather conditions, technological advancements that impact agri-food production and transformation processes, fluctuations in the cost of money, digitization of financing and payment tools, etc. However, innovation, ultimately and in any case, must originate from within (if not from within towards the outside) the company, from a determined will of key actors to envision and implement it.

According to Keeley et al. (2013), there are at least ten types of innovation that can affect a company; the most long-lived and successful companies are those that, far from focusing solely on one (or at most two) drivers, have engaged on multiple fronts, meaning they have initiated innovative processes in various directions:

1. Innovation in the profit model: It is possible, for example, to consider freemium or razor & blades logics, where we pay nothing or very little for the basic component of the product, and then we are willing to

spend money (or more money) to fully utilize the product/service and access versions that better meet perceived/expressed needs (for an example related to room and peripherals pricing, see Ruisi, Di Fede, 2012). Another example is pay-per-use logic, where our company or our customers only pay when and how much they consume, or pay-per-click, where an online advertising campaign for a restaurant is only paid for when customers view the message. Furthermore, there is the possibility of launching subscriptions to access gastronomic and tourist services.

2. Innovation in the network: A historical example was McDonald's, according to Ray Kroc's proposal and the opening of many golden arches kiosks throughout the United States and worldwide. Today, we can refer to the role of different delivery platforms in the success of certain restaurants. "Network innovations allow companies to take advantage of the processes, technologies, offers, channels, and brands of other companies" (Keeley et al., 2013). Imagining new strategic alliances, and recognizing that the gastronomic offer complements a broader packaged tourism product in the region (and beyond) involving various stakeholders, is a challenge that every economic operator must always face.
3. Innovation in the organizational structure: New technologies and the digitalization of activities within the value chain, the new forms of remote work consolidated during the Covid-19 pandemic, and the complementarity provided by network partners (including those in cloud computing) have sometimes led to a reconfiguration of the organizational structure and the possibility of outsourcing or co-designing and co-producing gastronomic and tourist goods and



services, as well as the inevitable updating/integration of the skills and abilities of their human resources.

4. Innovation in the process: Along with product innovation, it represents a company's traditional scope of change and updates. The production and/or delivery processes (as well as those of sourcing, delivery, promotion, etc.) that traverse the company's structure should be continuously renewed to achieve higher levels of efficiency and better meet customer needs. On the other hand, in some processes, there is a role that tourists increasingly assume as prosumers (simultaneously producers and consumers) who actively participate in certain stages of the production of the services they enjoy. For example, in the restaurant industry, customers are directly involved in food preparation activities or gathering local products. This reconfigures the role of the consumer as a co-maker, and the tourist is not just a visitor but a "visit-author».
5. Innovation in product performance presupposes an implicit comparison with competitor products/services since this type of innovation aims to achieve outputs with appreciable characteristics, providing greater value than market rivals. Often, this result is achieved by working in the gap between different or adjacent sectors, addressing a "non-demand," potential consumers who have not yet been identified and served, as is typical of "blue ocean" offerings (Kim and Mauborgne, 2005). Activities such as benchmarking (typical of incremental innovation) or the development of brainstorming sessions based on "lateral thinking" (typical of disruptive innovation) can certainly foster new performance for the value proposition.

6. Innovation in the product system is closely related to the innovation of its performance. It involves possible complementary elements of the product that enhance, for example, its usability or create a broader system beyond the product itself. What has been typical of the packaging activities carried out by tour operators leaves room for replicability in various directions. Linking agricultural production with a guided tour, a tasting experience, direct involvement in the harvest, educational tours, experimentation workshops, etc., are well-known examples of business practice.
7. Innovation in services: Sometimes, customers find it difficult to access the goods/services, and the role of services becomes crucial in capturing genuine purchasing interest. Services can enable time savings in access (booking activities, fast track paths, etc.); they can provide a diachronic experience (such as home delivery of consumable goods enjoyed during the vacation, typically food and wine products); they can provide greater consumer safety in terms of health, physical well-being, service reliability, etc. (for example, certain apps that can be made available to users).
8. Innovation in channels: We start with how customers have been reached so far, both in terms of delivery and, even before that, communication. During the Covid-19 pandemic, channel innovation played a fundamental role in the survival of many restaurant businesses. They modified their structure and leveraged new delivery methods, both managed in-house and outsourced to partner entities. Even in terms of communication channels, the experimented media mix allowed companies to face the crisis with resilience, if not even (as Taleb would say, 2012) "antifragile," meaning with an



orientation to overcome the pandemic difficulties by strengthening the fundamentals of their business.

9. Innovation in branding: An emblematic example in territorial marketing comes from the city of Copenhagen, which launched a communication campaign where the word "open" incorporated into its name became a passkey for a wide range of destinations (C-Open-Hagen) open to young people, families, sports, etc., each time with an explanatory logo indicating the type of experience the city offers to each target typology. The design of the logo and its accompanying tagline can attract the attention of potential users, convey certain identity-related content of the product service or corporate mission, etc.
10. Innovation in customer engagement methods: Today, customer engagement is becoming increasingly active and participatory, and often more gamified. Customers want to be "visit-actors" rather than mere visitors. Gamification (Ruisi, 2019), the application of game mechanics in business contexts, seeks to emotionally engage customers and even transform the tourism and/or gastronomy product/service from a mere consumable good into a relational, shared experience. This approach is a key factor for success in creating social connections and memorable experiences.

Innovation pursued along various paths of change characterizes a dynamic company, capable of capturing (if not anticipating) changes in customer preferences, seizing emerging trends along the supply chain, and staying ahead of competitors' imitative processes, perhaps even thanks to new collaborations with external partners and/or end-users themselves. This is achieved within an amplified spatial horizon,

where the territorial identity becomes the starting point, the destination, and the starting point again, in a circular, iterative cause-and-effect pattern of entrepreneurial and managerial action. This is the rise of a logic of "glocal" innovation that should distinguish the development scenario of a relevant gastronomic offer in the tourism context: orienting towards scalability in the global market, starting from the enhancement of a value proposition (deeply rooted in the local territory) that has a strong local identity.

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| THE STRATEGIC ROLE OF TERRITORIAL GOVERNANCE IN GASTRONOMY TOURISM

Academics and practitioners only sometimes mention territorial governance as one of the pillars of sustainability. However, without it, there is a risk of implementing tourism projects that are not sensitive to the needs of the territory and its communities. Territorial governance plays a strategic role as it involves activating collaboration, participation, and coordination processes among different actors, such as public and private institutions, businesses, non-governmental organizations, associations, local communities, and other stakeholders. It aims to implement projects with a long-term vision, attentive to environmental balance and the needs of local communities, in order to promote economic and social development.

Territorial governance relies on the idea that decisions and actions concerning a territory involve a plurality of actors to take into account their opinions, interests, and knowledge. This approach aims to overcome the traditional centralized and hierarchical design model, instead promoting horizontal collaboration and shared responsibility.

Gastronomy tourism, which relies heavily on enhancing landscapes, natural and food production resources, knowledge, and traditions deeply rooted in territories and communities, requires quality and professionalism in its promotion. A territorial governance approach can ensure various stakeholders' involvement and active participation, fostering cooperation, innovation, sustainability, and the preservation of

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local cultural heritage. Additionally, the gastronomy tourism practice is based firmly on the enhancement of landscapes, natural and food production resources, knowledge, and traditions deeply rooted in territories and communities. Therefore, it requires a system of strategic relationships and collaborations that adhere to the principles of good territorial governance in order to be promoted with quality and professionalism. These principles include:

- Participation and inclusion: This involves engaging the local community, civil society organizations, and other interested groups in decisions regarding territorial development, resource utilization, and the provision of public services. This approach promotes equity, inclusion, and a sense of community belonging.
- Coordination and collaboration: This requires cooperation among governmental entities at various levels (central, regional, and local), as well as collaboration with the private sector, non-governmental organizations, and other interested actors. Collaboration can encompass urban planning, economic development, natural resource management, tourism, and other sectors that impact people's lives and the well-being of the territory.
- Sustainability and resilience: This entails integrating environmental considerations into territorial planning, promoting sustainable economic practices, responsibly managing natural resources, and building resilient communities capable of addressing, e.g., climate change, natural disasters, and other crises.
- Innovation and continuous learning: Territorial governance encourages innovation and learning through knowledge sharing,

adoption of best practices, and analysis of experiences. The implementation of innovative solutions can address territorial issues, foster the exchange of experiences among different local communities, and the adaptation of policies and strategies based on the results achieved.

At this point, it is essential to emphasize that in order to promote gastronomy tourism in line with the principles of territorial governance, it is necessary to invest in the following axes of strategic action:

1. Collaboration and synergy: Creating networks allows actors in the gastronomy tourism industry to collaborate, share knowledge and resources, and create synergies. This promotes the development of a stronger and more cohesive ecosystem where different parties work together to achieve common goals. Collaboration can increase efficiency, innovation, and competitiveness in the sector.
2. Enhancement of the territory and landscapes: Gastronomy tourism is closely linked to the territory and its resources, such as food products, wines, culinary traditions, and landscapes, both tangible and intangible heritage. Governance and networks can enhance and preserve these resources, promoting sustainable and responsible practices within a strategic network system. Moreover, collaboration among different actors can promote gastronomy tourism routes that highlight the uniqueness and authenticity of a territory, attracting visitors interested in discovering its culinary and wine traditions and promoting unique experiences.
3. Quality and safety: Governance in gastronomy tourism can contribute to establishing quality and safety standards for products



and services. Creating networks among actors can facilitate sharing of best practices, the adoption of common standards, and the promotion of quality certifications. This can reassure visitors and ensure an authentic, safe, high-quality gastronomic experience.

4. Promotion and marketing: Collaboration among actors in gastronomy tourism can facilitate effective promotion and marketing of destinations and gastronomic offerings. Networks can coordinate joint communication strategies, promote gastronomic events and festivals, and develop synergies with other tourism sectors, such as hospitality, to offer integrated packages to visitors. Effective promotion can attract a larger number of gastronomy tourists, generating economic opportunities for local communities.

In summary, governance and the creation of networks in gastronomy tourism are essential to stimulate collaboration, enhance the territory, ensure quality and safety, and effectively promote and market gastronomic offerings. These practices contribute to the sector's sustainable development, generating economic, social, and cultural benefits for local communities and improving the visitor experience.

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| ASSOCIAZIONE ITALIANA TURISMO ENOGASTRONOMICICO

The Associazione Italiana Turismo Enogastronomico (the Italian Association of Gastronomy Tourism) is a non-profit organization established to spread knowledge about gastronomy and wine tourism and raise awareness among stakeholders to embrace this practice. Its activities include:

- conducting research for innovation in the field of gastronomy and wine tourism,
- promoting the culture and knowledge of territories that respect and preserve the values of food,
- nurturing new professionals in the industry through internships and scholarships, and
- expanding awareness of agricultural, culinary, and tourism culture in general.

One of the Association's initiatives is the annual publication of the "Report of Gastronomy Tourism". It is the most comprehensive and authoritative study on the sector that provides a detailed overview of this tourism segment and outlines its main trends from both demand and supply perspectives.

The Association aims to raise funds to continue its research and dissemination activities, support the growth process of young professionals, and ensure the sustainability of its objectives over time.



The *Gastronomy Tourism and Sustainability* report aims to support destinations and businesses to develop sustainable options and promote and communicate them adequately. It contains specifically collected data on the demand's interest in sustainability (environmental, social, and economic) within the gastronomic experience, national and international best practices at the destination and company levels, and a checklist for developing a sustainable offering.

The report was published in October 2021.

To download the report, click [HERE](#) (available only in Italian language)

| REPORT
**GASTRONOMY
TOURISM AND
SUSTAINABILITY**



| ASSOCIAZIONE ITALIANA
TURISMO ENOGASTRONOMICO

ACTIVITIES FOR STUDENTS

| THE BEST MASTER THESIS AWARD ON GASTRONOMY TOURISM

The Associazione Italiana Turismo Enogastronomico wishes to recognize students who have investigated the phenomenon of gastronomy tourism – which is gaining relevance in the Italian and global tourism industry – in their bachelor's or master's degree thesis.

For this purpose, the Association offers an award for the year 2023 for the best Master's thesis that addresses gastronomy tourism in collaboration with the Italian Society of Tourism Sciences - SISTUR.

For further information, click [HERE](#).

| INTERNSHIPS AND SCHOLARSHIPS

Furthermore, the Association allows students to participate in free tourism training courses and offers internships and scholarships.

The *Dialogues on Gastronomy Tourism* are webinars accessible to the public free of charge, aiming to update, share, educate, and provide insights. Through dialogues with leading experts in the field at a global level and key national stakeholders in gastronomy tourism, we show and explain emerging trends, present good practices and share reflections on current and future topics for the industry.

| KEY FACTS

- 35 dialogues
- 8.000 unique users across our proprietary platform, YouTube, and podcasts
- 81 guests, including World Tourism Organization-UNWTO, Michelin Guide, Qualivita Foundation, BTO Educational, Associazione Donne del Vino, Associazione Nazionale Città dell'Olio
- Partnerships established with Unicredit - Made4Italy program and Invitalia

| RAISING AWARENESS ACTIVITIES DIALOGUES ON GASTRONOMY TOURISM



| COURSE ON MANAGEMENT OF GASTRONOMY TOURISM

It is a specialized course for professionals and non-professionals that offers high-level education through an innovative program that combines theory and practice with a distinguished faculty of experienced instructors.

It has two levels (basic and advanced). Thanks to updated knowledge, current and market-unavailable data, and an international approach, it allows participants to acquire the necessary skills to develop and innovate their offerings.

It is a non-profit course, and we use the registration fees to fund activities dedicated to young individuals and research.

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| KEY FACTS

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- **199 participants**

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The Association continuously organizes scientific dissemination and awareness-raising activities towards policymakers and stakeholders in the tourism and gastronomy sectors. We are committed to updating everyone on market trends and innovations through a dedicated newsletter and posts on major social media platforms (Facebook and LinkedIn).

| KEY FACTS

- Newsletter: 10.572 subscribers
- Facebook: 53.865 followers
- LinkedIn: 18.445 followers
- Instagram: 10.700 followers

| MARKET UPDATES



| RESEARCH COLLABORATORS

Stefania Merola | Collaborator at the Associazione Italiana Turismo Enogastronomico. She obtained a master's degree in "Tourism and Environmental Resource Management" from the University of Rome, La Sapienza Faculty of Economics.

Andrea Pozzi | Member of the Associazione Italiana Turismo Enogastronomico . Adjunct lecturer in Marketing and Tourism Industry at the University of Bergamo.

Francesca Zanutto | She works at the Innovation and Internationalization Directorate of the University of Turin and is an adjunct lecturer in economic-political geography.

| UNICREDIT

UniCredit is a pan-European commercial bank active in Italy, Germany, and Central and Eastern Europe. Its primary objective is to provide communities with the tools for progress in order to unleash their potential.

In recent months, UniCredit has established dedicated funding of 5 billion euros for the tourism and agri-food sectors through the *Made4Italy* program, covering 2022-2024. It has also joined the agreement between the Ministry of Tourism, CDP, and ABI for concessional financing to support the country's tourism businesses under the Rotating Fund for Business Support and Research Investments (FRI).

As part of the UniCredit for Italy plan - a package of initiatives aimed at supporting the disposable income of individuals and families, as well as the liquidity of Italian companies – the bank has launched a new measure providing an additional 5 billion euros for new financing to support businesses in the tourism sector and those operating in Italian Special Economic Zones (ZES). For investments that require longer lead times, there is the option of a pre-amortization period of up to 36 months, during which only the interest portion is repaid.

With these measures, UniCredit aims to position itself as a key partner for the Italian tourism industry.

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| VALDICHIANA LIVING

Valdichiana Living is the official DMO (Destination Management Organization) and tour operator of the Valdichiana Senese destination. Offering a wide range of tours and vacation packages, it provides over 100 tourist experiences in the territory of Valdichiana Senese.

Valdichiana Living is an incoming agency within the Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese (Wine Route of Montepulciano and Flavors of Valdichiana Senese), which serves as the operational arm of the Valdichiana Senese tourist district and is responsible for promoting and marketing the territory. The Strada del Vino Nobile is a successful example of a public-private partnership for developing a tourist destination. The association includes the Union of Municipalities of Valdichiana Senese, the nine municipalities in the area, and about 190 members, including wineries, thermal spas, accommodation facilities, restaurants, wine shops, associations, and entities active in the territory.

Valdichiana Senese is a region in southern Tuscany, comprising 9 municipalities: Cetona, Chianciano Terme, Chiusi, Montepulciano, San Casciano dei Bagni, Sarteano, Sinalunga, Torrita di Siena, and Trequanda. In 2023, Lonely Planet dedicated a video to this destination as part of their editorial series "48 hours in," which showcases territories through the words of local voices who live there and promote its heritage.

For further information: www.valdichianaliving.it

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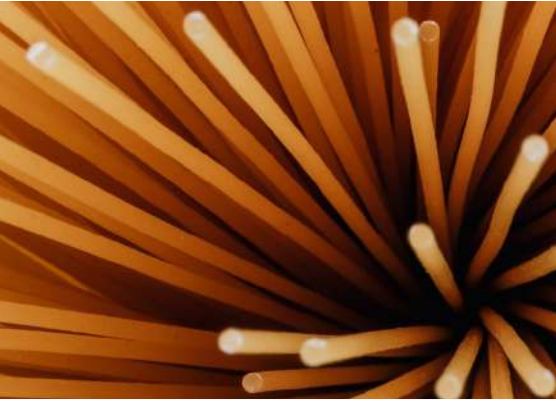
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