



# Food, landscape and tourism: Sorprendente Basilicata experience

---

Angelo Bencivenga

---

Milan, 9th November 2017

# Gastronomic tourism

> In recent years, food and wine tourism has been establishing itself as a steadily-growing form of cultural tourism that aims to preserve and develop products, local areas and local dishes, allowing visitors to discover the natural bond between the food and its area of origin.



# Gastronomic tourism

> More precisely, it can be included in the tourism of discovery or cultural landscape. It is a niche tourism based on the enjoyment of the landscape, understood as the configuration of the area as a carrier of meanings. The underlying motivation is not perceived in individual attractors, but rather in the set of environmental, social, economic and cultural characteristics that identify and distinguish a certain area.





# Gastronomic tourism

> Gastronomy tourism offers enormous potential in stimulating local economies and enhancing sustainability and inclusion. It contributes positively to many levels of the tourism value chain, such as agriculture and local food manufacturing.





# Gastronomic tourism in Basilicata

- > This study stems from a project conducted jointly with the region of Basilicata, department of agriculture, rural development and mountain economy. Its aim was to investigate the potential role of food and wine products with protected designation labels on the development process of an essentially rural region such as Basilicata.
- > More specifically, the first aim of the study was to map the areas of Basilicata affected by the phenomenon of labelled food and wine products in order to define a positioning map of products and relate production area to understand how to build a food and wine tourism product.

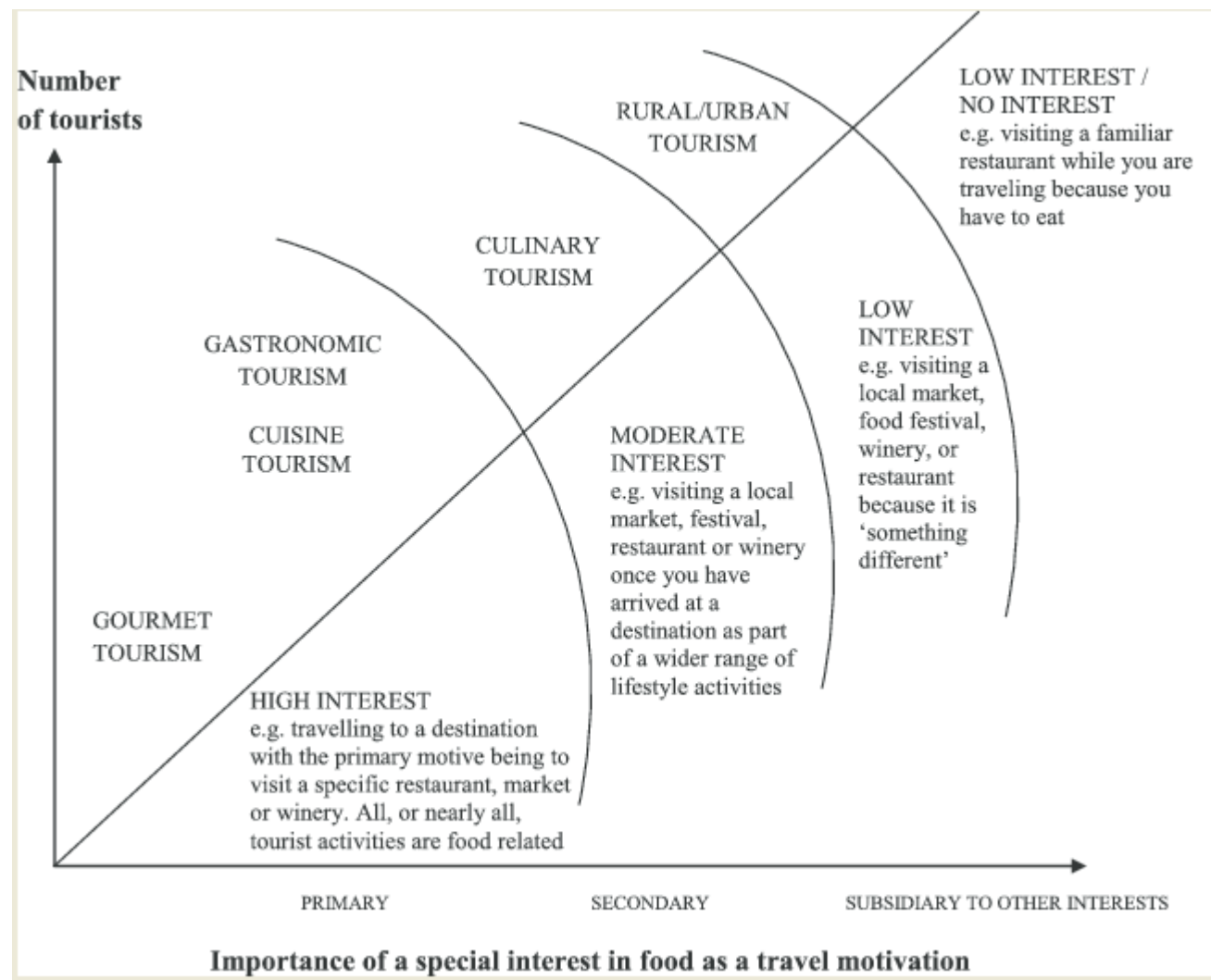


# Gastronomy tourism in Basilicata

---

- > The research was limited to labelled food and wine products in order to gather reliable data on the quantities produced, data provided by official certification bodies. (Basilicata presents 14 labeled food and wine products).
- > 500 questionnaires were administered to tourists during the food events linked to labelled food and wine products.
- > At the same time were conducted telephone interviews to entrepreneurs of hospitality situated in the production areas concerned, interviews to the director of tourism promotion agency of Basilicata, interviews to producer associations.
- > Positioning map

# Gastronomy tourism demand



(Hall, 2005)



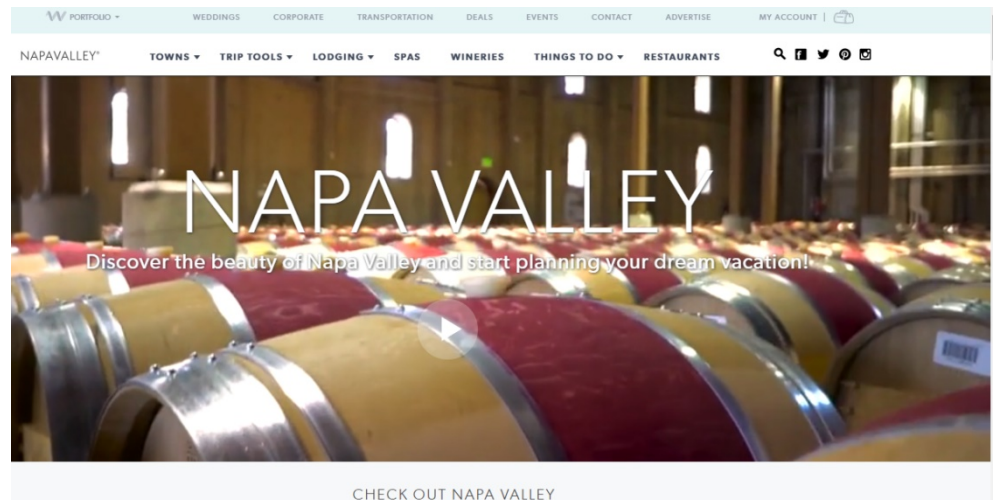
## Gastronomy tourism demand in Basilicata

---

- > Interviews submitted to tourists during the food and wine events confirm a proximity tourism: 29% came from Puglia, 23% from Basilicata, 11% from Campania and Piemonte, 10% from Lombardia, 27% from other regions.
- > 55% of those interviewed plan holidays related to food and wine motivation. In particular 60% for food and wine events.
- > As for the activities that the sample interviewed would like to experience:
  - 28% food and wine events;
  - 20% to eat well;
  - 17% to learn about local traditions;
  - 15% to visit production sites;

# Gastronomy tourism offer

- > The food and wine tourism supply is composed, in addition to the typical products, by restaurants, hospitality system, events, thematic itineraries, corporate museums, local markets.
- > Territorial systems that base their offer on typical productions and the quality of their catering.
- > Territorial systems in which the gastronomic offer maintains a secondary role compared to other types of attractors.



# Positioning map of food and wine products in Basilicata

---

- > The aim of the positioning map is to interrelate and compare the data collected with the aim of properly locating products and their associated areas of production in the prevision of designing food and wine tourism product.
- > Each of the products analyzed has been located on this positioning map using a two-fold scale of values dictated by the essential components of the food and wine tourism product:
  - Food and wine products;
  - Supply of local tourist services.



# Positioning map of food and wine products in Basilicata

---

- > Food and wine product dimension:
  - The number of producers registered in the producers' association;
  - The quantity produced;
  - Online sales strategies;
  - Traditional sales strategies;
  - Promotional strategies;
  - Presence or absence of food events organised in the area of production.

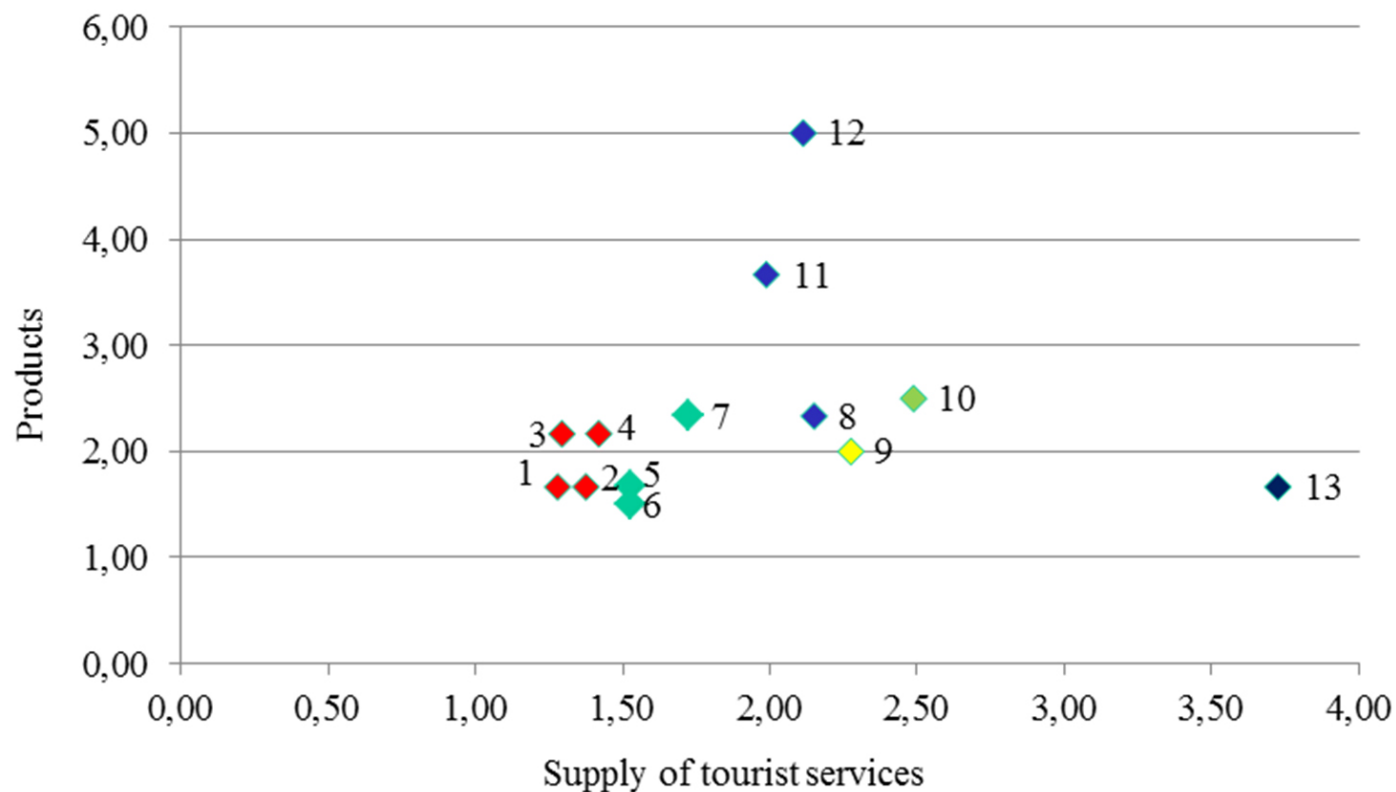
# Positioning map of food and wine products in Basilicata

---

## > Supply of local tourist services dimension:

- Number of existing beds;
- Number of existing farms holiday;
- Number of existing restaurants;
- The restaurants' presence in specialized guides;
- Number of existing educational farms;
- The restaurants' reputation on the travel social media Tripadvisor;
- Existing themed itineraries;
- Level of accessibility of the areas of production by car and railroad from the main capitals of Basilicata's neighbouring regions like Puglia, Campania and Calabria.

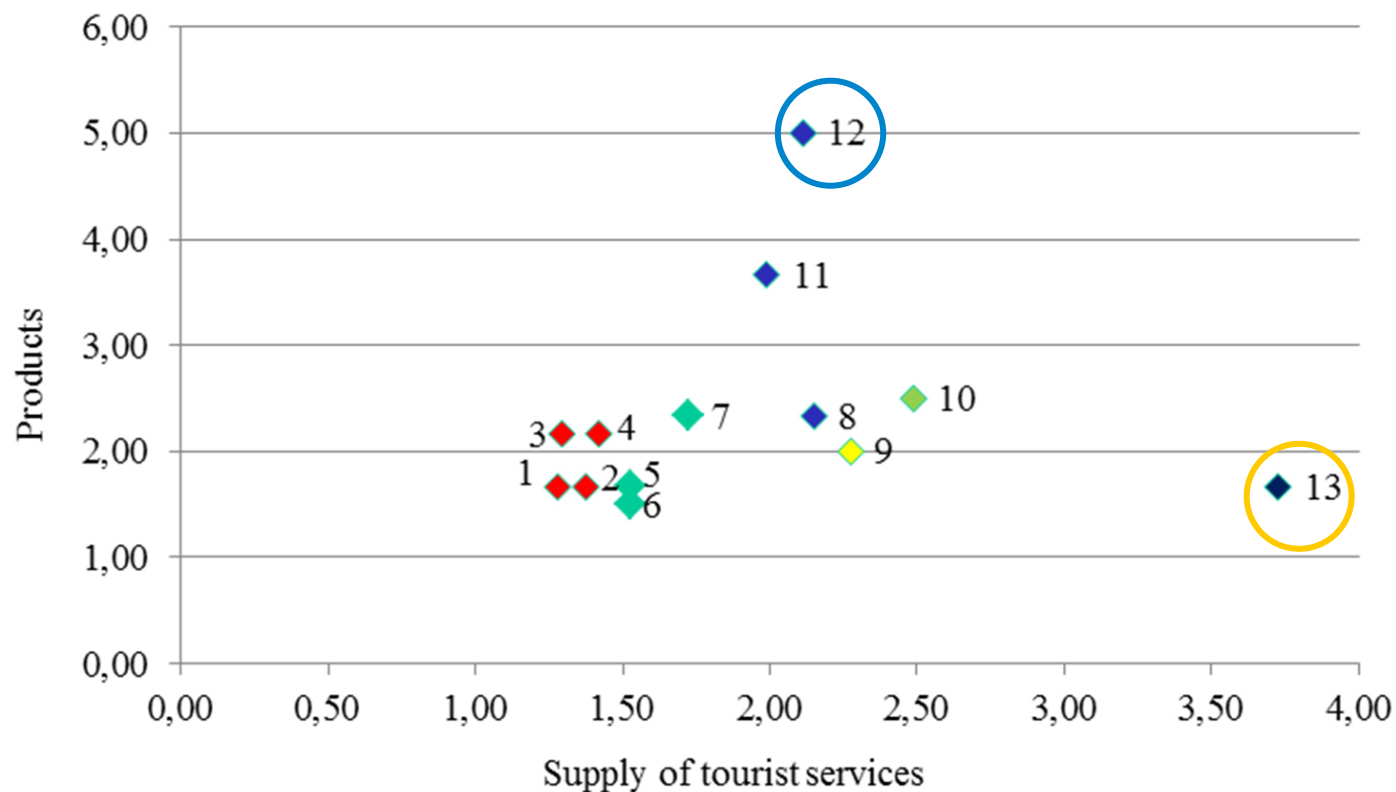
# Positioning map of food and wine products in Basilicata



- |   |                                |    |  |
|---|--------------------------------|----|--|
| 1 | Terre Alta Val d'Agri DOC      | 8  | Olio Extravergine d'Oliva Vulture DOP                            |
| 2 | Grottino di Roccanova DOC      | 9  | Pecorino di Filiano DOP  |
| 3 | Canestrato di Moliterno IGP    | 10 | Caciocavallo Silano DOP  |
| 4 | Fagioli di Sarconi IGP         | 11 | Basilicata IGP   |
| 5 | Melanzana di Rotonda DOP       | 12 | Aglianico del Vulture DOC e Aglianico del Vulture Superiore DOCG |
| 6 | Fagioli Bianchi di Rotonda DOP | 13 | Matera DOC   |
| 7 | Peperone di Senise IGP         |    |  |



# Positioning map of food and wine products in Basilicata



- |   |                                |    |  |
|---|--------------------------------|----|--|
| 1 | Terre Alta Val d'Agri DOC      | 8  | Olio Extravergine d'Oliva Vulture DOP                            |
| 2 | Grottino di Roccanova DOC      | 9  | Pecorino di Filiano DOP  |
| 3 | Canestrato di Moliterno IGP    | 10 | Caciocavallo Silano DOP  |
| 4 | Fagioli di Sarconi IGP         | 11 | Basilicata IGP   |
| 5 | Melanzana di Rotonda DOP       | 12 | Aglianico del Vulture DOC e Aglianico del Vulture Superiore DOCG |
| 6 | Fagioli Bianchi di Rotonda DOP | 13 | Matera DOC   |
| 7 | Peperone di Senise IGP         |    |  |

# Sorprendente Basilicata

*sorprendente  
Basilicata*

VIVI UN'ESPERIENZA UNICA  
VIENI IN BASILICATA

A project  
to enhance  
Basilicata  
through  
the promotion  
of its quality  
food.



FONDAZIONE ENI  
ENRICO MATTEI



IN COLLABORAZIONE CON



# Sorprendente Basilicata





# Main goals achieved

- > 15 food and wine producers involved;
- > 30 days of stay in the producers' market;
- > 33000 visitors during the Sorprendente Basilicata event;
- > 65% of interviewed purchased food products from Basilicata;
- > An area of 60 square meters set up for the promotion of Basilicata;
- > Eight firms entered in Eataly's stores.



# Promotion of Basilicata brand

## Barcellona



**BASILICATA  
BARCELLONA**  
cultura e sapori

venerdì 21 ottobre 2016  
ore 18.30 - Casa degli Italiani

**Scopri la Basilicata!**  
Vi aspettiamo  
per la proiezione del film  
"Basilicata Coast to Coast"  
e per assaggiare i prodotti lucani

Dopo la proiezione del film interverranno  
i ricercatori A. Benicivenga e D. Colongelo  
della Fondazione Eni Enrico Mattei  
sul tema **CineTurismo**

Seguirà la **Cena Benefica Lucana**  
a cura di Casa degli Italiani di Barcellona  
e di Fondazione Eni Enrico Mattei  
in collaborazione con Eataly

per info e prenotazioni scrivere a  
[comunicazione@casaitaliani.com](mailto:comunicazione@casaitaliani.com)

I PROVENTI DELLA CENA SARANNO DEVOLUTI  
ALLE POPOLAZIONI DEL LAZIO E DELLE MARCHE COLPITE  
DAL TERREMOTO



# Promotion of Basilicata brand

## Madrid





# Promotion of Basilicata brand

## Innsbruck



**BASILICATA**  
**INNSBRUCK**

kultur und gastronomie

Entdecken Sie die Region **Basilicata**  
zu Gast in Innsbruck!



# 2017 International Year of Sustainable Tourism for Development

- The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/193).
- This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.
- In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector that can contribute to the SDGs.



**2017**  
**INTERNATIONAL YEAR**  
**OF SUSTAINABLE TOURISM**  
**FOR DEVELOPMENT**




# Research proposal for 2018

---

- > Enogastronomy and places. From the image of the product to the territorial brand.
- > The aim of the project is to evaluate the food and wine tourism in Basilicata, the evaluation will be carried out through the study of the factors needed to measure the sector from the point of view of competitiveness and sustainability.
- > An information system based on data useful for monitoring and managing of food and wine tourism in the regional context in order to place the Basilicata as a sustainable tourism destination linked to the food and wine motivation.



**Thank you**



Corso Magenta 63, 20123 Milano - Italia - Tel. +39 02.520.36934 - Fax +39 02.520.36946 – [www.feem.it](http://www.feem.it)

---