



Food, landscape and tourism: Sorprendente Basilicata experience

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Naples, December 14, 2018 - Federico II University

Gastronomy tourism

- > In recent years, food and wine tourism has been establishing itself as a steadily-growing form of cultural tourism;
- > it can be included in the tourism of the cultural landscape based on the enjoyment of the landscape as a whole. 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;
- > The rise of 'foodies' — people that care about the food they're eating and where it sources;

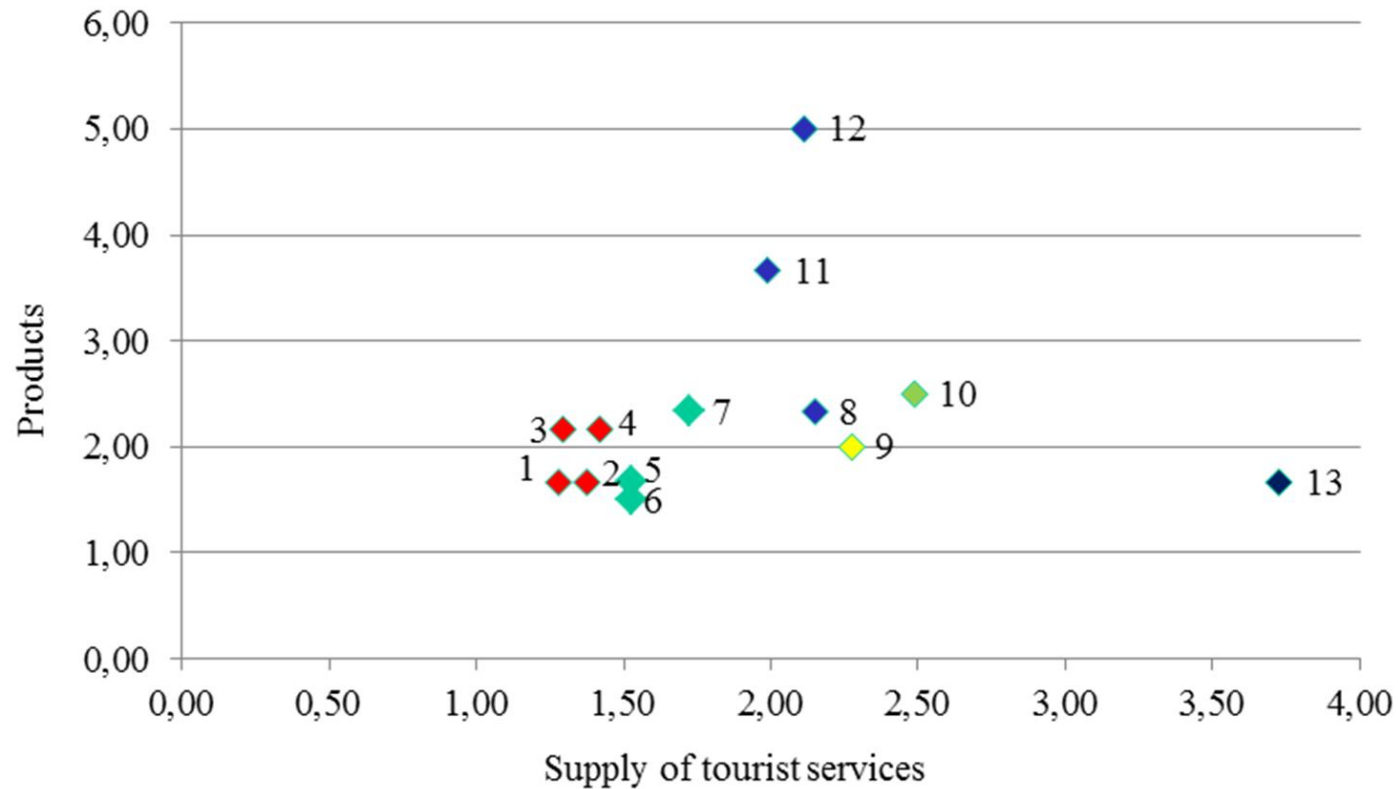


Gastronomy tourism in Basilicata

- > This study stems from a project conducted jointly with the region of Basilicata, department of agriculture, rural development and mountain economy. Originally its aim was to investigate the role of food and wine products with a geographical indication on the development process of a rural region such as Basilicata;
- > The research activity continues maintaining the line of continuity with the previous years with the aim of building the ecosystem of food and wine tourism.



Positioning map of food and wine products in Basilicata



- | | | | |
|---|--------------------------------|----|--|
| 1 | Terre Alta Val d'Agri DOC | 8 | Olio Extravergine d'Olive 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.



IN COLLABORAZIONE CON



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. Bencivenga 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

I proventi della cena saranno devoluti
alle popolazioni del Lazio e delle Marche colpite
dal terremoto

per info e prenotazioni scrivere a
comunicazione@casaitaliani.com



Promotion of Basilicata brand

Madrid



Promotion of Basilicata brand

Innsbruck



**BASILICATA
INNSBRUCK**
kultur und gastronomie

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



Conclusions

- > With the fulfillment of primary needs, we always seek more psychological motivations in the act of consumption. More than physical products we consume the values that those products represent;
- > Food turns into experience;
- > It is important to create an image that links the food to people, to the landscape, to the values of tradition that the territory expresses and that the products represent;



Thank you