

RURAL LANDESCAPES AND TERRITORIAL DYNAMIC APPROACHES: THE FOOD AND WINE TOURISM

Grazia Calabrò¹, Simone Vieri²

¹ *Department of Economics, University of Messina (Italy);* ² *Department of Management, University La Sapienza, Rome (Italy)*

E mail: grazia.calabro@unime.it; simonevieri@uniroma1.it

Abstract

Any human activity needs to realize conditions purposeful to the economic objectives to be pursued. To do this, it is necessary to modify the original environmental equilibrium. These situations are clearly observable in agricultural activities, whose development has often determined an “artificialisation” so intense to change the original appearance of entire areas. The evolution of the territorial role of agriculture and the transition to a rural system have implicated the coexistence among various economic activities, some of which have gained benefits from the “artificialisation” realized by farmers.

It is the case of touristic activities and food services which take advantages from the beauty and, therefore, from the attractiveness of landscapes shaped by agricultural activities hundreds of years old.

As a consequence, in the modern rural economies, the environmental “artificialisation” realized by agriculture has become both an economic resource for several activities and a common good.

Such a development imposes a significant change, both of the relevance attributable to territorial resources and the approach to be implemented in order to guarantee their responsible use. These dynamic approaches require the systemic and shared participation of all stakeholders; they assume the implementation of territorial development systems based on the creation of integrated socio-economic models aimed at generating widespread wealth through the enhancement of local resources. In Italy, the potentialities offered by agritourism and, in particular, by wine and food tourism go in this direction. For these touristic activities, the rural landscape is the main resource and the maintenance of its equilibrium represents not only a priority but the way through which the use of it as economic resource could be sustainable.

The purpose of this paper is to verify how, for territorial realities where tourists offer found its main basis on contexts realized by agriculture, the set of economic activities can take advantages from the sustainable use of the same resource and, therefore, it can contribute to its development.

To this aim, we'll take as an example the recent development of food and wine tourism, in Italy, as an important expression of tangible socio-economic systems based on the enhancement of local resources.

Keywords

Agriculture, tourism, territorial resources, food and wine tourism, sustainability

JEL Classification
O13, Q01, Q13, L83