Food, landscape and tourism: Sorprendente Basilicata experience

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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

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<td>Matera DOC</td>
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A project to enhance Basilicata through the promotion of its quality food.
Main goals achieved

- 15 food and wine producers involved;
- 30 days of stay in the producers' market;
- 33,000 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
Promotion of Basilicata brand

Madrid
Promotion of Basilicata brand

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