Developing the Tourist Market through the Exploitation of the Typical Products

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Abstract. Typical products are considered suitable features to characterise the tourist supply of a destination. Their exploitation can contribute both to develop and to create the tourist market, enriching a tourist package or specializing a specific segment. Many typical products are simultaneously an expression of the culture of a territory; they identify a local community and its identity, they represent its traditions and its cultural heritage. Then they can defined ‘territorial intensive products’. The paper considers this issue, drawing parallels with the case of wine tourism.

Keywords: typical products, tourist supply, territorial intensive products, wine tourism

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1. Introduction

Typical products, mainly local food and wine, are considered suitable features to characterise the tourist supply of a destination and in many cases they are a major attraction of a particular territory. The demand of this category of products has a significant influence in formulating different types of tourist packages and excursions to attract a wider variety of people. In fact, typical products can be used to enrich a tourist package or even became the exclusive element of a destination.

A clear example of this phenomenon is the tourism that has for some years revolved principally around wine but embraces other gastronomic products typical of a country or region, such as oil, cheese etc.. The consumption of and familiarity with these foodstuffs may form the principle reason for requesting particular tourist packages, creating a specialisation in the market, as in the case of wine tourism.

Many typical products are simultaneously an expression of the culture of a territory and a reservoir of traditions deeply rooted in antiquity, vehicles for handing down from generation to generation the habits and customs of a population. It is, therefore, evident that a typical product represents the culture of a place but at the same time may prove to be a component in its tourist attraction. In certain cases it could be a resource with which to generate a flow of tourists, whose only motive is to discover the source of the product itself, to get knowledge at firsthand the places and ways of production. Nevertheless, the consumption of a specific local product may became the sole reason for a holiday, or a motive combined with others or in some cases an occasional reason.
The offer of local products for tourists can realistically be characterising a specific segment. Naturally, the more exclusive the products are, the more restricted are the opportunities within the market place, unless a niche is created.

From what has been affirmed so far, we can then define the typical products as ‘territorial intensive products’ (TIPs). We are dealing with products which have been made inimitable because of the territory in which they are produced, thanks to a combination of geographic, environmental and human factors. Territory and its uniqueness are their most important and distinctive characteristic. We can say, paraphrasing the pattern of Giacomo Becattini, the most illustrious Italian scholar on local systems that ‘the typical products and the territory perform reciprocally’, in continuum that sees the one tied to the other and vice versa (Becattini 1989). This relationship becomes even stronger, especially when identified by brand and quality, that protects their identity and are attributed to those products whose peculiar characteristics depend essentially or exclusively on the territory in which they are produced. To prove our point, the paper considers the importance of the TIPs in helping to create the tourist supply of a territory, drawing parallels with the case of wine tourism.

2. The territorial intensive products

The TIPs contain a strong reference to the territory in which they are produced. They are able to represent on the market a geographic area, its traditions and its cultural heritage, they identify a local community and its identity as well. From another point of view, they constitute for the consumer possible access keys to the territory, because their better knowledge implies a greater information on the peculiarities of the places and of their production methods.

These products have a higher value if they are the result of work processes that are certified and guaranteed. For this reason, the existence of quality trademarks, the indication and the protection of the place of origin, serve as much to inform the consumer of their quality as to confer on them a value of uniqueness and un-repeatability, acknowledging, therefore, their high territorial content. What is more, the use of typical productive processes is also an expression of the territoriality component, insofar as it is part of the cultural heritage of a place and its traditions. All of which makes these products more easily recognisable on the market and, consequently, the territories of origin better known. In this direction, using co-marketing techniques to the promotion of these products could favour the promotion on the market of the touristic supply of their territories of origin, and vice-versa.

Another important aspect to consider is that a large portion of the local products, being in the main products for consumption, can be transported and consumed in different places away from the area of production. In this way, these products turn out to be not only essential products for tourism but also instruments to promote an area. They become true and real ‘ambassadors’ of the territory, capable of representing it in the market place, almost being ‘witnesses’ to its characteristics and traditions. At the same time, they are able to increase the post satisfaction of the tourist for their very being and also to bear testimony to the territories in which they were produced, able to go over again the holiday, the experiences lived, and to prolong the ‘taste’ of the holiday spent.

These observations are valid both for products that derive from craft activities such as, for example, the working of ceramics, iron, leather, wickerwork, and so on, and for those of agriculture and husbandry, like wine, oil, fruit, vegetables, honey, cheeses etc. This highlights category of products that can be considered of intensive territorial content is very wide. Sometimes, the link between product and territory becomes so strong as to make the former so much representative of the latter as to send it abroad as a symbol of the territory itself and, therefore, the most important. Such characteristics mean that this type of product can be considered a sort of entrance door to their reference territory, a means through which a
consumer, and not just the tourist, comes to know a place. In some circumstances, they can even assume the role of real ‘symbol’ of a Nation, as happens, for example, in the case of Italy for wine, pizza, mozzarella etc.

In the case of tourism, a TIP acts as a sort of mediator between demand and supply in the market. But it also carries out the role of ‘medium’ of a territory because it is always able to evoke it through a consumption or simply thanks to its presence on the market. It is clear, therefore, that typical products constitute an important component of the tourist market, and the successful cases of wine tourism bear it ample witness. This is the case of many experiences realised for example in Italy, that associate typical products, producer businesses and tourist operators under a single brand, identifying short, medium and long itineraries that wind through the same geographic territory, as: The Wine Routes, The Oil Routes etc.

In conclusion, we can affirm that the importance of the role assumed by a territorial intensive tourist product lies in its capacity to activate a virtuous circle between value, attractiveness and satisfaction. In fact, by increasing the value of a territory and of the local tourism supply in general, it augments its attractiveness and, consequently, leads to the satisfaction of the consumer. Moreover, the satisfied consumer tells others about the attractiveness of the territory visited during his holiday, showing the value of the experience and that, in itself, strengthens the image that the territory and that product have on the market.

3. Economic and cultural value

As stated up to this point, TIPs can be considered as part of the cultural capital of a territory, embodying and yielding both economic and cultural value. On the one hand they have their own intrinsic economic value, determined on their reference market, on the other, instead, they represent a bridge between the market and the local development processes that benefit from their exploitation. The capacity of a product to represent a territory and to preserve its identity increases its ‘territorial content’ and the economic value for the territory itself and for the tourist supply that is, in whole or in part, associated with it.

The cultural value of typical products can be identified considering that they aggregate different components that are comprised in the cultural heritage. In fact, TIPs reflect the way of living of a community and a territory, helping to identify their values (social value). They convey the sense of identity of a community promoting it (spiritual value). They include the relationship with the territory in which they are produced, remembering the landscape and the environmental quality of that place (aesthetic value). They provide a connection with the past and the traditions revealing the present origins (historical value). They interpret and represent the identity of a community and a territory contributing to its understanding (symbolic value). They reflect the uniqueness of the place in which they are produced (authenticity value) (Throsby 2000).

Thus, respecting the UNESCO approach in favour of the conservation of the cultural heritage, typical products present at all times the characteristics of tangible and intangible goods, associated with a local community (Moreno et al. 2005). They are physical goods for the market but the result of a process of accumulation of material culture, way of life, knowledge and ability typical of a community settled in a territory. Therefore, on the basis of the categories defined by ICOMOS (International Council on Monuments and Sites) in the International Cultural Tourism Charter (see ICOMOS 2002), they represent the element that synthesizes the identity and the sense of belonging to a community, and between tangible and intangible components of its cultural heritage.

In other words, it is possible to affirm that the consumption of typical products has the same value of a cultural experience and, consequently, the tourist supply created around them may, on whole or in part, present the characters of cultural tourism. It is the case of the itineraries
laid out following the approach of the programme of the Council of Europe for Cultural Routes, that proposes to reinforce the European common cultural identities, to safeguard and exploit the cultural and natural heritage, through cultural tourism, as a highly functional practice towards the reaching of these objectives, and with particular attention to sustainable development (see Council of Europe, Resolution CM/Res(2007)12).

4. The role of the gatekeepers

Tourism supply includes two different categories of assets: physical and functional elements. Physical elements are transport and access infrastructures, hotels and other accommodations, restaurants, cultural and natural resources, tourist attractions. Functional component refers to various stakeholders involved in the development of tourism, local governments and entrepreneurs. A tourism package is therefore the result of a combination of the above elements. It should be tailored according to the different market targets and supported by coherent strategies. Successful tourist destinations show how important it is to understand and promote what brings tourists to their territory rather than simply create a tourism package. Therefore, the action of the local actors is crucial for organizing tourist resources and attractions in tourism packages for the market as well as for managing and promoting tourism flows towards a territory (Wilson et al. 2001). In the case of the tourism supply created around a TIP it is important to consider also the role of mediator between the consumer and the market played by the so called gatekeepers. These direct the consumer demand towards a specific product and a given territory, as opinion leaders they are also able to influence this demand.

The gatekeepers can be individuals or organisations; they are actors in the process of promotion and divulgation of every territorial intensive product and of everything that rotates around it, including tourism. In a figurative sense, they hand over to the tourist the access keys to a territory and indicate the route to follow. They are also agents who play a strategic role in evaluating and promoting a tourist product, based on the evaluation of the resources and the peculiarities of a territory. In general, these considerations can be true of the action that the gatekeepers carry out concerning several territorial intensive products and their relative areas of production, but certainly their key function is clearest in the case of wine. In fact, the wine market appears much diversified, as this product is not only sold for consumption, because the wine associations operating on the territory are strong in promoting the tourist supply.

To better understand the role of the gatekeepers it is necessary to place in mind two further considerations. The first, concerns the judgement expressed by the gatekeeper on the territorial intensive products, whose characteristics, being experience goods, can be verified by the consumers only after their consumption (Candela and Figini 2003). The gatekeepers therefore, through their own testimony or judgement, influence the behaviour of the consumers, orientating if not conditioning their purchasing decisions. The second observation concerns the fact that the evaluations expressed by the gatekeepers, like those of many art critics, reflect also on the sale prices, so these subjects sway the market of the products on which they operate.

Nevertheless, it is important to consider that the activity of consumption represents at the same time an important social component and that consumers attribute to the goods a certain economic value as well as a social one. This means that the reputation of the territorial intensive products depends also on the value that is acknowledged to them by the consumers, not only by the gatekeepers. The gatekeepers, therefore, through their own activity select territorial intensive products taking into consideration also that which the individuals effectively want to buy. Consequently, they value the territorial intensive products through presuming what the consumers prefer.
In this sense, the gatekeepers copy in a certain way the ‘beauty contest’ mechanism put forward by J. M. Keynes to describe the functioning of the financial markets on the basis of which ‘we devote our intelligences to anticipating what average opinion expects the average opinion to be’ (Keynes 1936). So, in the example used by Keynes, the choice of the winner of a beauty contest was not the one that the jury thought was the most beautiful, but rather the one that the jury presumed to be the one that the others thought was the most beautiful.

That doesn’t mean that the gatekeepers only look carefully at the products that can on average be of interest to the consumers, but simply that these subjects formulate the judgement that they present to the market taking account of the possible opinions expressed by the demand, setting through this mechanism also the economic value of a territorial intensive product. It is a behaviour similar to that observed in the culture market, where the figure of the critic plays an important role, whose opinions signal the success or otherwise of the work of an artist.

5. The case of wine tourism

Wine tourism represents the most innovative phenomenon of the more general tourism supply created around territorial intensive products and certainly the most evident. It represents a particular type of tourism, which principal feature is given by the wine production and by the territories in which it is exploited. In fact, a market has developed around wine that looks at this product either as an agro-alimentary one in the strict sense or rather as a resource characterising the tourist supply of a destination, able to specialise a segment of the market.

The importance of wine production has been growing to such a point to organise a system of relations between local actors, organizations, clubs, institutions and associations of wine experts and lovers, which promote wine and wineries. Through their activities, they compete to strengthen, if not to create, the image of the territories in which wine is produced, contributing, therefore, to the local economic development and the promotion of the tourist offer. Therefore, the wine, as a TIP, can be considered a touristic ‘medium’ while associations that work in the wine and tourist sector represent the gatekeepers of the territory.

From the tourist point of view, in fact, wine constitutes the principal attraction of a territory or an asset that contributes, together with the other resources and attractions, as well as with other typical products, to the definition of its offer. Wine represents a strong attraction for the tourist and it involves above all a target made up mainly of adults, with a medium-high level of income and a greater availability of free time, sensitive not only to the good bottles, of which they are connoisseurs, in some cases experts, but also of the territory, the local traditions and the artistic goods. In this sense wine tourism is certainly a complex phenomenon, because it doesn’t end with the visit to the cellars, to the places of production and with the tasting, nor is it associated only with forms of rural tourism or of agro-tourism, in that it directly involves a whole territory and its various components.

Confirmation of this, taking Italy as an example, wine tourist, besides purchasing the local wines, also spends on food and handicraft products. Additionally, the wine, and more generally the wine-gastronomic offer, represent one of the attractions of a territory. So, from the behaviour of these consumers there emerges the idea of a journey intended to be an emotive and participating experience, like sharing in the life of the places visited.

The behaviour of the wine tourists has also evolved. In fact, it has passed from the identification of the traditional type of consumer of wine (‘the talent scouts’, ‘the opinion leaders’, ‘the fans’ and ‘the casual wine tourists’) to the appreciation that the wine-gastronomic component of the holiday, and not only the wine-touristic one, has so greatly changed the consumption habits as to make a real segmentation of the market very difficult (Cinelli Colombini 2003).
Against this, the tourist market seems to be more diversified than ever, because the elements of which the wine tourism supply is composed (attractions, accommodation and restaurant facilities, other typical products etc.) belong to different typologies. The prevalent organisational formula is that of itineraries, routes touching areas and places of production, that offer the tourists the opportunity of knowing other cultural and naturalistic resources characterising the territory visited.

Nevertheless, though many places, especially little towns and small villages, have had the chance to be known in the tourist market through their typical wines and food products, in some cases the tourist supply based on wine-gastronomic products seems to become banal. In fact, it often happens that the consumption of these products is not considered as the central element to characterise a tourist package of a destination but only an accessory. The risk in terms of market opportunities and the need of suitable policies of destination management.

6. An international overview

As we stated up to this point, the role played by the TIPs becomes relevant either to specialise or to reinforce the local tourist supply. Everywhere they represent tools of innovation of a territory, able to promote a local milieu as tourism destination. The use of TIPs can help a territory to build its image on the tourism market, to renew its offer or to create a tourism package. TIPs became factors of success in development tourism strategies, not only for entrepreneurship opportunities but for the local communities. Then, we define the territories in which TIPs are produced milieux innovateurs, in other words ‘innovative territorial areas’ (Tulumello 1996).

In this paragraph, we underline international scenario considering wine as a useful example of TIP, because we think it represents one of the most important typical product, able to represent either local or National culture. Particularly, to support our opinion we focus on some more evident cases in Europe (France, Italy, Germany and Austria) in America (California and Chile), Australia and South Africa.

We already saw that wine represents not only a product for lovers and experts but also a strong attraction to the tourist. Moreover, wine, as a cultural and economic product, is today at the heart of local dynamics working towards producing singularity. Often under the impulse of neo-rurals - that means not only the new rural entrepreneurs, but also the new rural style of life, the tourist activities in the farm house, the culture of hospitality, sustainability - elements from the local environment and history are selected and used to recompose a heritage which creates an identity, to make up authenticity, therefore to legitimize specific practices. Wine, as every TIP, plays a different role in different territories, although it maintains the same cultural matrix. For what concerns the touristic meanings a TIP assumes different significances by being predominant, complementary, marginal, or exclusive in the tourism supply of a territory, but in all cases a factor of competitiveness.

Sometimes, the wine’s offer becomes predominant with respect on the other features available on the territory, such as cultural and environmental goods. In Europe, a significant example can be represented by the Bordeaux Region, in France, characterised by the famous wines Médoc and Graves, Sant-Emilion, Pomerol, Fronsac, the Côtes de Francs and Côtes de Castillion, coming from a completely unique terroir with an exceptional climate and geographic location. Within this area, we want to highlight Pays Foyen’s and Sant Emilion’s cases, in which the TIP is just predominant. Pays Foyen, 60 km from Bordeaux, on the border of three administrative Departments (Gironde, Dordogne and Lot et Garonne) is an actors’ space, the result of a long lasting and patient effort of construction. It is characterised by current processes of spatial definitions and identity construction, within a wine terroir, in which the wine, as a cultural product interlinking local values and global market, become the
main tourist resource, which confers singularity to an entire territory and defines the brand image of the tourist destination.

*Sant Emilion*, instead, constitutes a geographic district, where the wines represent the main resource, which contributes to specialise local tourist offer and emphasize the international tourist image. In fact, *Sant Emilion* is known abroad for the excellent wines, expression of an ancient tradition, despite it is characterised by the presence of a beautiful medieval village, built on a limestone hill, and a lot of historic and archaeological goods, for instance, the Catacombs and the monolithic Church of *Emilion*, a hermit monk who lived in a cave in the 8th century. Sometimes wine’s supply is *complementary*, it means useful to reinforce the local tourist offer promoting the tourism in local villages, as in the case of transnational project, arranged by Germany and France, concerning the tourist promotion of Alsatian and Baden Wurttemberg villages. More precisely, it is a wine-tourism plan, which involves almost 80 local villages within these Regions on the banks of the river Rhine, with about ten wine cellars, hotels, restaurants and cultural associations. They use, actually, the wine as an instrument to promote simultaneously two National territories through tourist itineraries such as the ‘Badonian Alsazian gourmet tour’.

Another good example of TIP with significance of complement regards one of the famous Italian wine’s areas: the Tuscany. Tuscany’s vineyards and the wines, really famous in the world, represent a case of TIP in which wine’s supply contributes to reinforce directly the local agro-supply and indirectly the tourist products. The local wines such as *Chianti classico*, *Brunello di Montalcino*, become international witnesses as well as local food and human traditions and contribute to divulgate the National image abroad. The Italian scenario of wine’s production system displays significant differences among various areas, with a more developed trend in the North and less developed trend in the Centre and in the South. In any cases, the Italian entrepreneurs place great importance on a wine’s origins, which reflect an area’s culture and food and wine tradition. A recent extensive study carried out by the *A&F Research-Lexis*, on behalf of IMA, the food marketing agency of the Piedmont Regional Council, revealed that wine is considered part of dietary habits and seems closely linked to family and local tradition. Every so often wine as TIP assumes a *marginal* meaning within the local and National tourist offer, like the Austrian example, where we can find excellent indigenous wines, above all in the Southern area, less known to the foreign market and not at all decisive to determine the tourist destination.

The following examples will show what happens on the other side of the World, where the wine system represents a good opportunity to make business. USA and Australian models, in fact, change completely the European perspective, because, in the beginning, they were born without any connection with local territories and with old tradition to work the vineyards. But recently, they modified their strategies discovering the importance of the territory. Actually, they are becoming new tourist destinations for wine lovers and visitors.

In any case, the wine’s offer becomes exclusively, like in USA, for instance, where the Napa Valley wine’s system, in California, which represents the most evident American winery, can be considered as a case of *exclusive* TIP. Many tourists come from everywhere to taste wine. To better understand the phenomenon, it is sufficient to put in evidence the number of visitors to Napa Valley, which is of 4.7 million person trips a year. A person trip being one person staying for one night, making it the second most popular tourist destination in California, second only to Disneyland.

In addition, as far as regards Chilean wine’s production system, this Country is focusing most of its efforts on achieving shares of the global market. The majority of resources are oriented to improving quality and exploiting the image of the Chilean brand. In this case, the wine is an
example of how the TIP can be a competitive factor in order to promote a Country (Sharples 2002).

Another good example is the Australian wine system, where with the terms of ‘Regional heroes’ are defined the Australian wines that come from a typical production area. The Australians wine’s entrepreneurs have discovered the importance to return to the origins in the formalities to appelleate a wine, with the place’s name of its production exactly. This shows a correct interpretation of the tradition and a new way of revaluing the territory. Finally, we can conclude this international overview describing some new wine’s production systems, such as, for instance, the system of the South Africa. It represents an entrepreneurial system where the grapes cultivation started upon four centuries above. Throughout the Province of the Cape, it is possible to visit the main vineyards and to meet the entrepreneurs, to know the production’s techniques and to understand the strategies of development.

All of these cases demonstrate how the wine’s and vineyards’ system, specifically, and TIP, more generally, symbolize a new relationship with the territories, as a new ‘territorial articulation of the development’ (Becattini 1998), to rediscover and exploit traditions and cultural heritages to link the local dimension with the global one (Cesareo 2000).

7. A case history: the Italian Wine and Food Routes

In Italy, recently, there is a new awareness on the importance of the territorial marketing to valorise and promote the territory throughout the creation of thematic itineraries that can be considered as ‘localising tourist package’ (Valdani and Ancarani 2000). Such kind of itinerary is based on the presence of ‘industrial atmosphere’, in the sense of an economic climate favourable to the business, based on traditions and formal and informal practices and on local institutions, which guarantee particular conditions to the development (Marshall 1890). Clearly, a good case of localising tourist package can be represented by the Wine and Food Routes. This model comes out from two important productive sectors: the vine cultivation one, within the main agro-food line, and the tourist one. Therefore, the Wine and Food Routes occupy an important position into the system of the new alternative tourisms. They represent a particular kind of tourist thematic itineraries and realize a model of district that attributes a remarkable weight to the social and cultural factors in the processes of development.

Thus, the many Wine and Food Routes are a powerful instrument for developing a territory–production–tourism pattern. Typical identification of a territory devoted to wine has helped create the various Wine Routes, only recently also including the typical foods of the district. The principal actors of these wine and food routes are the wine cellars and vineyards and local municipalities whose aim is the promotion of the territory by means of a wine-tourism offer together with a wide selection of locally produced products. The National law N. 268 of 1999, that instituted the Wine Routes, provides that the routes can be made up by the wineries, the grape-growing associations, the structures linked to commercialisation of wine, to the welcoming of rural tourism and agro-tourism, restaurants, and wine museums. The law aims is to evaluate the winegrowing areas and to allow the tourists to benefit from these, through a series of targeted operations, among which are arrangements for common and homogeneous signs, the realization of disciplines to establish rules to abide by, the control and enjoyment of the roads to wine and the definition of minimum standards of quality for every subject to adhere to.

Factors for success are represented both by individual companies, but also, and above all, by the organizations of companies and the organizations of public and private operators that, under various titles, promote the wine areas of production. Wine, tourism and associations are, therefore, three elements that represent one of the talents of Italian productive system, in as much that they contribute to spread the image of Italy throughout the world.
The Wine and Food Routes, other than exploiting the itineraries characterised by grape wine production, occupy themselves in the promotion of rural traditions and the typical agriculture and gastronomy of the various Italian localities. The wide variety of the National territories constitute, above all, a strong point for wine tourism in Italy; nevertheless, some routes are not yet well developed in as much. Regardless of this, the Wine and Food Routes represent an organized pattern through which to govern the local development and to highlight the territories’ particular identities and of the National tourist offer in general.

8. Conclusions

TIPs are important elements of tourism supply, since they represent the components for many tourism packages, specializing some segments of the market, as in the case of wine tourism. On the side of demand, tourism market appears more and more characterized by a change in the motivations and behaviours within tourist consumption experiences. In fact, tourists, who up until recently chose mass tourism packages, show an increasing interest for all those forms of experimental tourism that permit them to rediscover the sense of identity of places through tradition and direct contact with the local people. This is a behaviour that some scholars have defined as the ‘Hermann Hesse Syndrome’ to indicate the tendency of tourists to mingle, wherever possible, with the local community seeking to understand the place visited by means of stories and the participation to the host people daily life.

Tourism market offer seems to follow this trend. Then, the exploitation of TIPs can be used to develop alternative tourism ‘defined as forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences’ (Wearing and Neil 1999, as cited in Newsome et al. 2002).

Many TIPs represent the heritage of a territory, have both economic and cultural value, and as in the case of wine they can be considered an essential component, if not the exclusive component, that characterise the tourist supply of a territory. The high territorial content that they have and the images that they represent in the international market may make them rise powerfully as a real ‘brand’ of a territory. As already stated, by means of co-marketing action, the promotion of a determined TIPs in the market simultaneously can support the development of the tourism supply of the place of its origin. In this scenario, it is important to consider the strategic role played by many associations and local actors that organise various forms of tourist offers around the consumption and the knowledge of TIPs.

In conclusion, let us add a last consideration valid for all TIPs, but that is more clear in the case of wine and typical foods. In fact, if their consumption is often a relevant motivation in determining the tourism demand towards a territory, the tourism supply that has developed around them is not always well defined. The risk is that wine and typical foods appear only as a corollary of every possible tourist offer, reducing the economic effect that the creation of high-quality tourism packages, able to identify specific market segments, could bring about for a territory.

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