

WINE AND TERRITORY: THE OENOLOGICAL TOURISM IN TUSCANY

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Abstract

In these last few years the Common Agricultural Policy focused on the role that agriculture plays on the sustainable development of rural areas. In this sense these policies highlighted the capacity that agriculture has on producing both commodities and non commodities goods.

Therefore, the vine sector is able to realize not only a primary production, but also to generate goods/services (i.e. landscape, tourism, culture, etc.) with character of non commodity, which contribute to the general well being and to the development of the rural context.

The consumers' sensitiveness towards the recreational and tourist potentialities of the rural areas, their increasing attention on food traditions and on the whole rural culture offer tangible opportunities to the agricultural firms to bring back in their incomes part of these non commodities produced. In the same wine sector it is possible to make these opportunities remunerative by promoting at their inside new activities, such as farm tourism.

In the paper, this aspect has been examined for the specific case of Tuscany, in which the relation between wine and territory is particularly strong. The assumption of this analysis is that the economic activities that each farm can develop on these externalities are related not only with the internal characteristics of their structure, but also to some of the elements of the surrounding territory.

For this reason, the paper, that will focus on the analysis of the Tuscan oenotourist offer, provides a GIS oriented methodology able to "read" and quantify in the farm offer also the territorial consistency of those elements which are crucial for the achievement of the recreational and tourist activity examined.