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### Rural Tourism and Local Development: Typical Productions of Lazio

Olivieri, F. M. \*

Universitas Mercatorum – Università Telematica delle Camere di Commercio Italiane, (Italy)

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#### ABSTRACT

The local development is based on the integration of the tourism sector with the whole economy. The rural tourism seems to be a good occasion to analyse the local development: consumption of "tourist products" located in specific local contexts. Starting from the food and wine supply chain and the localization of typical productions, the aim of the present work will be analyse the relationship with local development, rural tourism sustainability and accommodation system, referring to Lazio. Which are the findings to create tourism local system based on the relationship with touristic and food and wine supply chain? Italian tourism is based on accommodation system, so the whole consideration of the Italian cultural tourism: tourism made in Italy. The touristic added value to specific local context takes advantage from the synergy with food and wine supply chain: made in Italy of typical productions. Agritourism could be better accommodation typology to rural tourism and to exclusivity of consumption typical productions. The reciprocity among food and wine supply chain and tourism provides new insights on the key topics related to tourism development and to the organization of geographical space as well and considering its important contribution nowadays to the economic competitiveness.

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**Keywords:** Rural Tourism, Food and Wine, Typical Productions, Territory

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\* E-mail address: [f.olivieri@unimercatorum.it](mailto:f.olivieri@unimercatorum.it)

## 1. Territory, tourism and agritourism

Rural tourism and agritourism have been fully investigated by multidisciplinary approach in the last years (Arroyo et al., 2013; Nijkamp et al., 2012; Phillip et al., 2010; Celant et al., 2009; Fleischer et al., 2002; Celant, 2001). Academics seem to think not so clearly about these terms. Anyway, agritourism could be the most specific accommodation typology referring to the rural tourism: as in Italy and France, different organised systems have been produced to analyse rural tourism. In Italy, the theoretical bottom-up approach is firstly referred to the law act L.730/1985: agritourism has been born by the necessity of Tuscany agriculture businessman to hospitality and food and beverage over the production activity. The *paradigma città-campagna* is the most important background to these kinds of studies and analysis about the territorialisation and landscape of agriculture sector; this paper has been based on it. The starting points are the effects of the modification of the Italian agriculture sector and its differences at the regional scale on nowadays landscape and territorial configuration; these have been supported the agritourism birth and development. *Mezzadria* has imprinted the landscape of the most part on central Italy and agritourism launch. Anyway, the historical development of the agriculture landscape has been perfectly linked to the rural accommodation typology all around in Italy; as the tradition of Alto Adige about the not divisibility of *Maso* and the "*atroce concetto del confine secolare*" have been accepted by the agriculture rule before 1860: it was a necessary condition to the Alto Adige agritourism launch in order to sustainable and long-lasting money making (Celant, 2001). This kind of tourism involves a new consideration of the "rural concept" linked to the territoriality: rural, cultural and economic underdeveloped are not the same concepts. Rural tourism represents a territorial specification and it allows the rehab of geographical-historical and agriculture region. For this reason the aim of the paper is to analyse the relationship between tourism and agriculture, as an example of local tourism development based on the connection agritourism and typical production, specifically referred to territorial identity. Food and wine culture has been based on the acknowledge of the territory by the tangible and not tangible resources. Food has a key place of the best communication media of cultural traditions and experiences to improve territorial value and richness. Italy takes unique food farming heritage, sometimes not known; that represents "*giacimento gastronomico*" (Paolini, 2009). Rural tourism consists in the valorisation of it as an income to attract international and local touristic flows. Typical production has been considered a factor of territorial attractiveness. Furthermore the connection agriculture-rural tourism-agritourism appears basically to the tradition and landscape dynamic conservation of the past, as the same different authors refer to relation culture-past (Dallen&Boyd, 2007). The development of these *lesser tourism's typologies* by economic way could be support growth and employment. The excellent worldwide food and wine imagine of Italy is such important and strategic factor to tourism development. The condition is analysing the relationships regards to policies and strategies to valorisation this heritage at international scale to improve the developing process. The farm holidays represents a widespread model in Italy to valorise typical products as logical way of consumption: accommodation and communication vehicle; but it has had to consider

in a global system tourism supply. The specificity of Italian tourism has been based of hospitality and accommodation: “una nuova ospitalità (accommodation) sta alla base delle strategie di attenzione territoriale” (Dallari, 2006). The relationship between accommodation and typical products represents an example of made in Italy imagine spot. So, the final result of the paper is analysing rural tourism and the relationship typical productions and the agritourism by the territorial systemic approach based on the agriculture-accommodation-food in a widely consideration of resources beyond the elementary vision of food and itinerary tourism.

## 2. Agriculture and typical products

Typical product is one of the results of historical, collective and localized knowledge process based on specific physical and human territorial resources. It produces a strong, unique and not replicable link to the territory of origin, but at the same time it could be similar to variety indicator. The relationship between agriculture products and territories depends on some typical factors along the life cycle assessment: environmental; local resources; production, transformation and packaging techniques; social, historical and cultural aspects. This relationship is dynamic and not static and immanent. Food and wine is a part of the territorial culture: typical productions represent a typology of dynamic conservation of territorial tradition and its landscape (Dallen&Boyd, 2007). Thus typical productions take for grant a new point of view regard to the concept development of land and income: factors of productions to touristic competitiveness (within natural components), but also territorial product and tourism attractiveness factor by the human activity. The Italian food and wine diversity is represented by the “Italian Traditional Agro-food Products” List of Ministero delle Politiche Agricole e comunitarie (PAT acronym); the PAT are local home grown productions to increase the classical and simply concept of typical production of the D.LGS.173/98: an identification of food’s culture and richness and tourism development on one hand; the food and wine characteristics of agriculture production, on the second hand. Some authors suggest that “tipicità regionali sono gli scaffali della biblioteca dell’enogastronomia italiana” (Hausmann, 2009). So, *typical* could be related to localized areas’ origin by specific farm features. The set of typical productions and regional specialities represents a regional localized heritage that could be potentially produce attractiveness higher the single factors. Furthermore, the typical product is a key factor to a widely considering tourism developed: local and international tourists and visitors came to Italy to know the artistic, natural and food and wine localised cools. For this reason typical production system could be considered as functional to traditional tourism supply side or collateral too. The classical theory’s agriculture localisation depends on income and price which farmer could available to pay. The link to the income and typical product interrelates the pass of classical approach; not only referring to the agriculture, but also productive and tourism system. The concept of income doesn’t only depend on the economic factor. The localised activity is not only agriculture; but it could be considered as touristic oriented: accommodation (agritourism, beauty farm, country-house but also B&B) and typical agro-food. The relationship typical production-agritourism is based on the authenticity

of this integration and connection: *tipicità obiettiva* of the identity and brand, according to several authors (Ohe-Kurihara, 2013).

### 2.1 Lazio typical products' "basket"

Lazio agriculture typical production is featured by the presence of a lot of organisation and integration tools oriented to a complex process with a various aspects, beyond the business strictly view. Tourism product is strongly entrenched into the culture and tradition of its own nature, environment, landscape, biodiversity; so *it is in the territory*. Thus, the valorisation of this typology of product influences various aspects, not only referring to exchange value by market price. Various factors have some effects on the production process: local community identified human resources' know-how, role of institutions and local consumption; at the same time, these factors contribute to added value's creation. It represents the instrument to link exchange value of product to the more complex aspects, as remuneration and the *collective dimension* of economic, social and environmental development. The consequently strategy has been born by the local resources and the role of the farmers at the first time; even other local actors, too. Typical production's valorisation looks like an open process which originates from the territorial product and tradition entrenchment, but it can be assumed as out-ward facing project through local actors. So the distinctive territorial aspects could become into competitive factors: historical memory, geographical localisation and raw materials' quality and production techniques; at the same time, these represent high grade distinctiveness and territorial uniqueness of the product both. These aspects carry mainly the polarisation of the business agro-food system of Lazio. The own analysis individuates 55 typical products DOP, IGT, STG and PAT at municipal scale. This *basket* is referred to: certified and not certified products, biological productions and PAT; these are being named *typical product* from this point forward.

The distribution of typical products seems to be more scattered on the northern and eastern part of the Lazio Region, the provinces of Viterbo and Rieti, where the most group of municipalities have characterized by one typical product at all. The central area of Region seems to be on average and oriented towards coastal areas, with exception of Cori, Artena, Velletri, straddle the provinces of Rome and Latina. The municipalities characterized by the high concentration of products are: Monterotondo (24 – closer hinterland of Roma); Cori (16), Acquapendente (11), Bolsena e Viterbo (10) at the North; Latina (11) at South. The municipality distribution by typology seems to be more miscellaneous as wine and grape and extra-virgin olive oil (EVO). Wine has been produced all around Lazio. DOC products are prevailing in the province of Viterbo, nearly Rome and in the Pontina Plain. Some specific concentrations of wine productions are:

- border Abruzzo and Molise hinterland;
- central hinterland (Olevano Romano and Piglio, widely diffusion of certified wines by typology, as DOCG "Cesanese del Piglio");

- the so called area of Castelli Romani (widely scattering traditional wines as recent DOCG “Cannellino Romano”);
- the northern of Viterbo province (Acquapendente and Civitella d’Agliano);
- the municipalities of Rome and Latina (characterized by size).

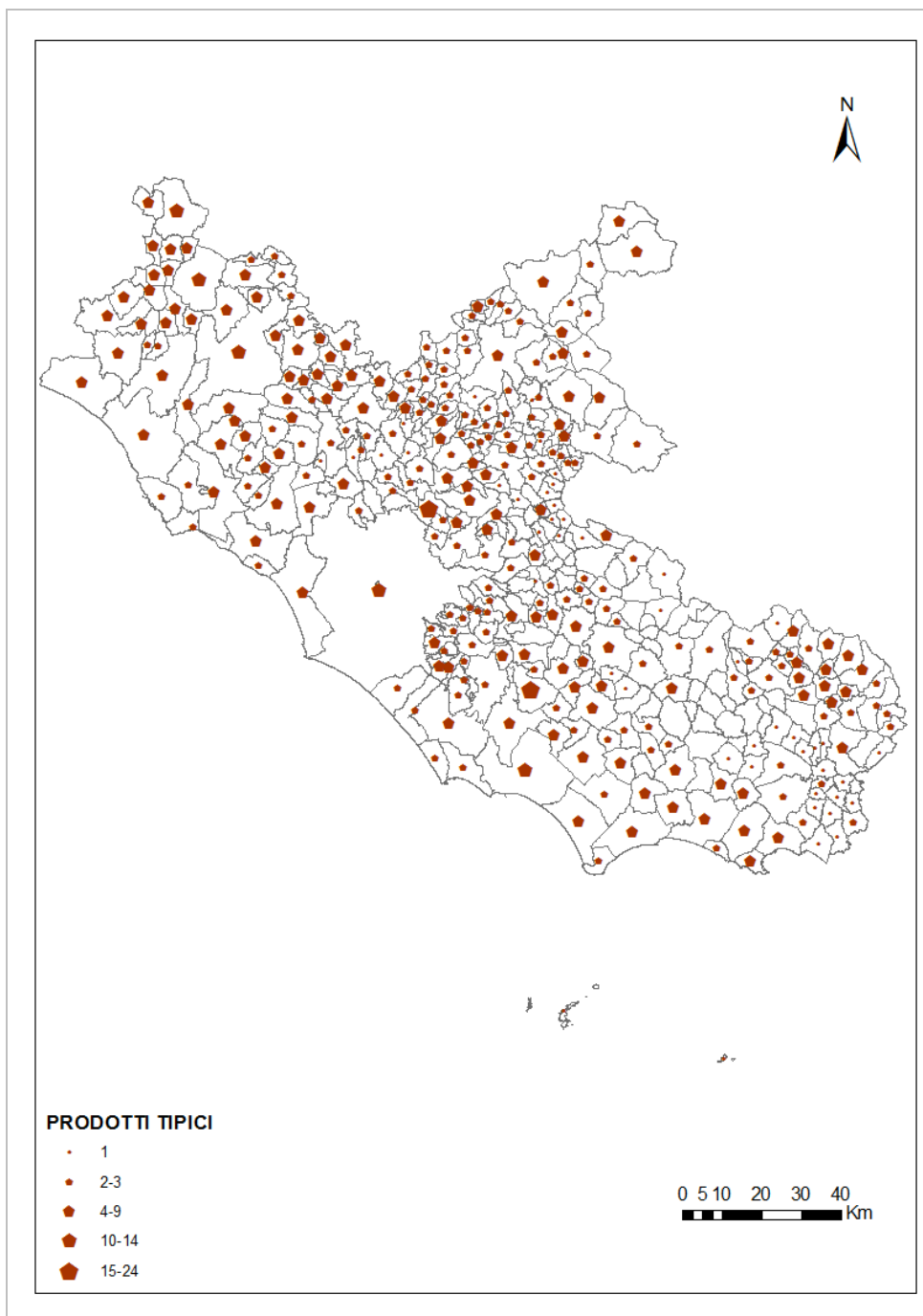
The four EVO DOP - “Sabina”, “Canino”, “Tuscia” e “Colline Pontine” - are characterized by less widely area’s production. In this case the territorial distribution seems to be more concentrated than other products: Viterbo province (“Tuscia DOP” and, at North, “Canino DOP”), the Sabina on straddle Roma and Rieti provinces (“Sabina DOP”), the Pontina Plain (Latina – “Colline Pontine”). EVO PAT distribution is more concentrated around Olevano Romano and Piglio, Veroli and Arpino. As the wine, EVO seems to be scattered and several areas are characterized by both. Some typical products shows specific territorial concentration: Cece in the Reatino (78 municipalities) but the PAT only in two (Acquapendente and Valentano in the Tuscia). About 1/5 of typical products is located in only one municipality and the same ratio is located in two or three ones. Some traditional products seem to be less located: Broccoletto, Cicoria and Zucchina (4 municipalities). An average distribution could be related to two characteristic products as Pecorino Romano and Ricotta Romana (30 municipalities). The Pecorino Romano production – DOP since 1996 - is concentrated in the municipality of Roma and at the north of the Region; its production hasn’t been referred only Lazio (Maremma Toscana and Sardegna). The Ricotta Romana has been certified as DOP in the 2005 seems to be concentrated in the southern part of the Region (Latina, Cori, Segni and Val Comino) and in Roma and Viterbo. Other important products, very often not well known are characterized by a discrete scattering:

- Cicerchia - 14 municipalities - more concentrated in the southern and eastern province of Rieti, close the Abruzzo, and less in some municipalities (Bomarzo, Cineto Romano e Ciciliano, Campodimele);
- Carciofo romanesco - 22 municipalities - located along the coastal area of the Region;
- Nocciola - 38 municipalities - concentrated in the southern part of Viterbo province and less in area of Rieti;
- Ciliegia - 18 municipalities – southern part of Sabina and area of Castelli Romani (less in the area of Latina);
- Fagiolo - 26 municipalities - southern and eastern areas of Rieti, close to Acquapendente and Val Comino;
- Kiwi - 24 municipalities - Pontina Plain.

**Tab. 1 Lazio's typical products by municipalities**

TYPICAL PRODUCT	MUNICIPALITIES	TYPICAL PRODUCT	MUNICIPALITIES
AGLIO ROSSO	3	FUNGO	2
AGRUMI	1	KIWII	24
ALBICOCCHE	1	LATTUGA	3
ARANCIO	6	LENTICCHIA	6
ASPARAGO	3	MELE	1
BROCCOLETTI	4	MELONE	1
CARCIOFO	22	MIELE	9
CARNI BOVINE	6	NOCCIOLA	38
CARNI BUFALINE	5	OLIO EXTRAVERGINE D'OLIVA	157
CARNI EQUINE	1	OLIVA	41
CARNI SELVAGGINE	2	PASTA E CEREALI	0
CARNI SUINE	38	PATATA	10
CAROTE	3	PECORINO	30
CASTAGNA	30	PEPERONE	10
CAVOLFORE	1	PERA	2
CECE	78	PESCE DI LAGO	9
CICERCHIA	14	PINOLO	1
CICORIA	4	POMODORO	6
CILIEGIA	18	RADICCHIO	0
ERBACEE_CD	1	RICOTTA	30
FAGIOLO	26	SEDANO BIANCO	2
FINOCCHIO	3	SPINACIO	1
FORMAGGI BUFALINI	9	TARTUFO	13
FORMAGGI CAPRINI	48	UVA	140
FORMAGGI E LATTE	16	VALERIANA	1
FORMAGGI OVINI	36	VINO	139
FORMAGGI VACCINI	11	ZUCCHINA	4
FRAGOLA	11	<b>Totale complessivo</b>	<b>1081</b>

*Self elaboration of various data, 2014*



**Fig.1 – Lazio’s typical products by municipality**

*Self elaboration, 2014*

### **3. Territorial agritourism supply**

Agritourism is not only an accommodation typology, but it represents a specific territorial service to agriculture system and its products’ promotion. Not according with some authors, the complexity of the theoretical framework seems to be influenced by some confusion, specially referred to international literature (Phillip et. 2010). In fact, the Italian agritourism model is organized in a dynamic process (Hausmann, 2009).

Furthermore, it hasn't been recent in spite of a significant regional differences; not the same according to some part of literature (Arroyo et al., 2012; Telfer et al., 1996). The Italian first rule about agritourism is date stamped 1985, but the most important is the L.Q. n.96/2006, adopted by the Italian Regions in some different ways. Common factors are basic to this work: the dual consideration of the prevalence conception, in particular, as agriculture income and used products; so touristic activity appears strongly different from other accommodation typologies. In addition, recently the so called "del Fare" Decree Law has introduced the opportunity to every farms in order to offer their products, without customer service. This specific innovation has to be considered in a new systemic vision of the sector. At the same time, recently Rule n.6/2014 about agritourism by Region of Lazio, in order to allow different solutions to the farm holidays hasn't been able to fill of selling and catering by its own production; in fact, the farmers could be sell the closer famers products. In this way, there is not conflict choice between the most remunerative catering activity and the cheaper promotion by selling. The agritourism seems to be moreover a dynamic typology of accommodation, characterized by different territorial models: the *agriculture traditional* (as the *mezzadria* to support agriculture incomes) with or without catering; *sea agritourism*, located close to the coastal areas; *Protected Area agritourism*; and the last but not the least, the *multifunctional agritourism* based on PAC principles (Hausmann, 2009).

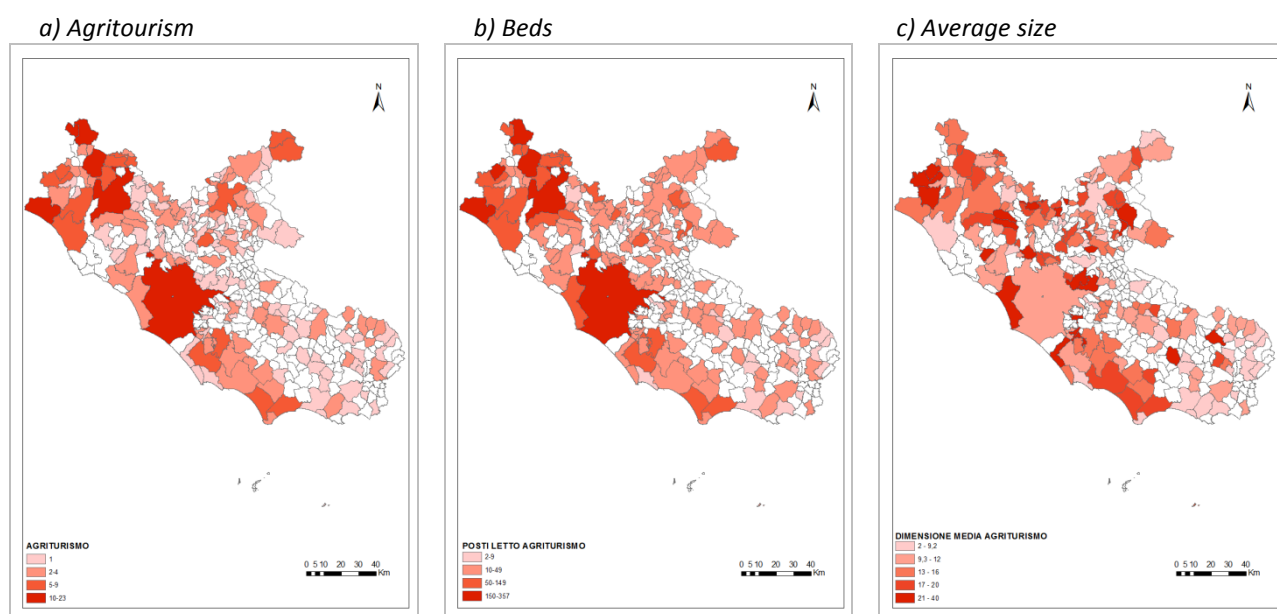
### 3.1 Lazio's agritourism accommodation facilities

The analysis of Lazio's agritourism has been carried on according to three variables: number of agritourism, beds and average size. The territorial distribution by the first two is very similar. The higher spread of agritourism has been localized in North of the Region (Viterbo province) where there are 13 municipalities of 22 with more than 5 accommodation facilities: Acquapendente, Bolsena, Montalto di Castro, Proceno and Viterbo (more than 10); Bagnoregio, Civitella d'Agliano, Farnese, Ischia di Castro, Lubriano, Montefiascone, Tarquinia e Tuscania (5-9). The most part of municipalities of Lazio belongs to lower classes, with exception of: Roma (higher class); Accumoli, Amatrice, Fara in Sabina and Rieti in the Reatino; Aprilia, Sabaudia and Terracina in the southern coastal area. Similar situation about the bed's distribution. Otherwise the average size so that 31 municipalities, characterized by more than 20 facilities, are very scattered:

- North of the Region (within Canino, Farnese, Ischia di Castro, Caprarola and Ronciglione);
- Lake system area of Bracciano and Martignano (Canale Monterano);
- hinterland of Roma (Ardea, Fiumicino, Guidonia Montecelio, Tivoli);
- Castelli Romani (Ariccia, Genzano di Roma and Grottaferrata)

Other municipalities are characterized by higher average size are in area of Rieti (Petrella Salto, Varco Sabino e Tarrano). The average size shows to be scattered through the Region, except with Arpino and Ceccano, close to Frosinone. A discrete tendency appears on the coastal areas.





**Fig. 2 Agriturismo accommodation of Lazio**

*Self elaboration of Istat data, 2013*

More than two hundred municipalities are characterized by the lack of agritourism (55%); these municipalities represent 7.1% of the not hotel accommodation facilities and 5.4% of the total accommodation system; the values decreased to 4.7% and 2.2% in terms of beds, respectively. The ratio between agritourism and hotels is 23% of facilities and 4% in terms of beds. These results have been shown in tab. 2

**Tab.2 Lazio's tourism accommodation system**

	FACILITIES	%	BEDS	%
<b>AGRITOURISM</b>	<b>460</b>		<b>6433</b>	
<b>NOT HOTELS ACCOMMODATION</b>	<b>6.504</b>	<b>7,1%</b>	<b>136.688</b>	<b>4,7%</b>
<b>TOTALE ACCOMMODATION</b>	<b>8.506</b>	<b>5,4%</b>	<b>298.400</b>	<b>2,2%</b>
<b>HOTELS</b>	<b>2.002</b>	<b>23,0%</b>	<b>161.712</b>	<b>4,0%</b>

*Self elaboration of Istat data, 2013*

The less average size of agritourism regards to other typologies has been shown in Tab.3; data refer to average size per municipality. The beds' average size of agritourism is 6.2, lesser than not hotel accommodation (16) and the total accommodation system (20.4). This difference has been increased in comparison of the hotels (24.4). There are 1.2 agritourism and 17 beds per municipality in Lazio on average in comparison of 5.3 hotels and 427.8 hotels' beds and 17.2 accommodation facilities and 361.6 beds. The result seems to be influenced by the Roma system offer.

**Tab.3 Lazio's average of accommodation system per municipality**

	AGRITOURISM	HOTELS	NOT HOTEL ACCOMMODATION	TOTAL ACCOMMODATION
FACILITIES	1,2	5,3	17,2	22,5
BEDS	17	427,8	361,6	789,4
AVERAGE SIZE	6,2	24,4	16	20,4

*Self elaboration of Istat data, 2013*

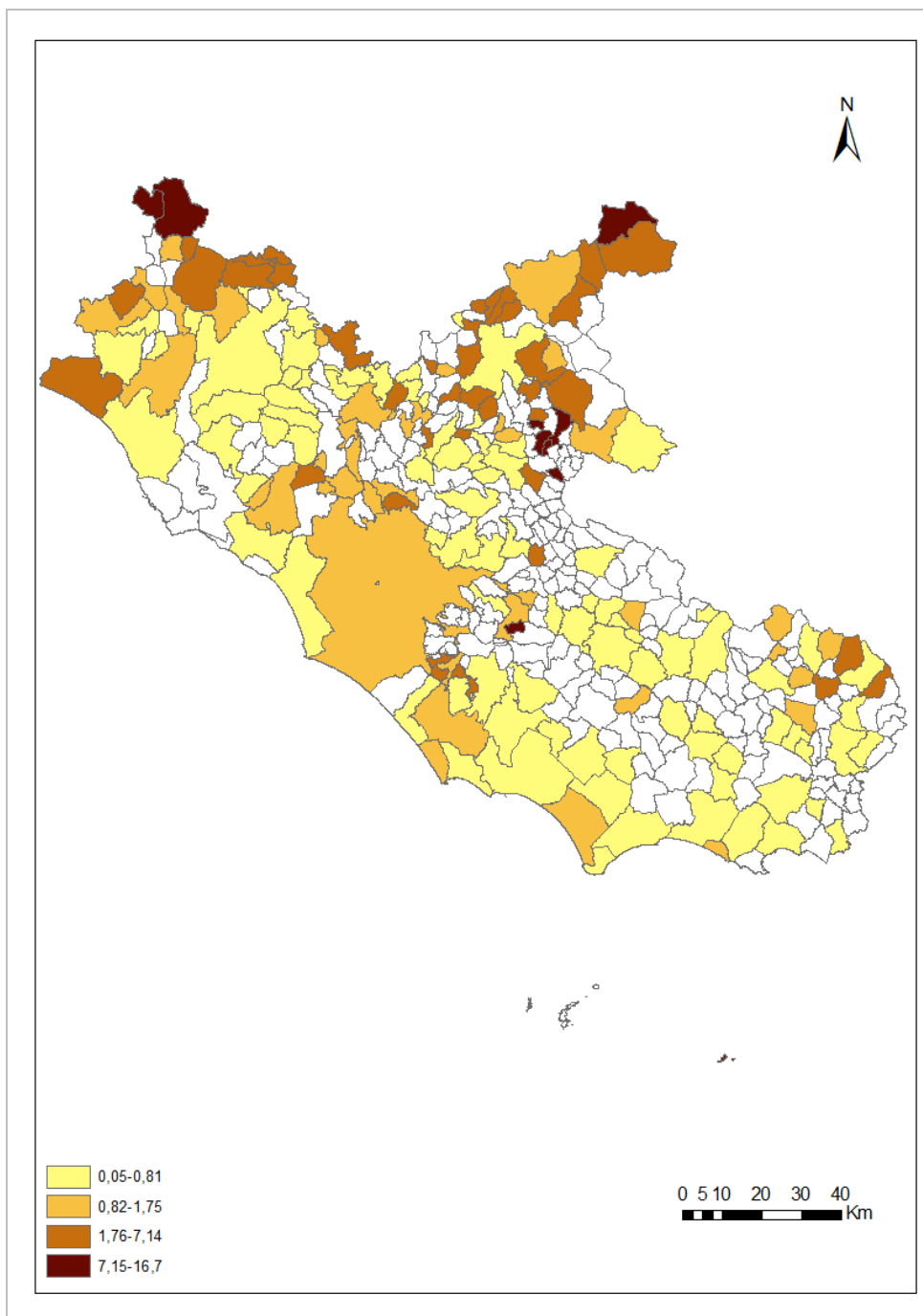
### 3.2 Farms and agritourism in Lazio

There are more than 98 thousands farms in Lazio (98.216) to satisfy a huge increasing demand of agriculture products, within considering the tourism demand. The level of innovation seems to be very low, so the most part of the farm are not characterized by ICT (95.211 - 97%). The analysis of the Lazio farm's distribution shows the tendency to agritourism activity in peripheral areas, localised close to other Regions (Toscana, Umbria, Abruzzo and Molise). There are 170 municipalities with almost one agritourism and the percentage average is 1.75% and the maximum is 16.67%.

The higher six municipalities are localised in specific areas:

- North of Viterbo province as Acquapendente and Proceno (the higher class) and other ones more than average, close to the previous ones (Bagnoregio, Bolsena, Castiglione in Teverina, Farnese, Lubriano, San Lorenzo Nuovo);
- Far East of the Rieti province as Accumoli (the higher class) in the proximity of Amatrice, Città Reale and Posta (more than average) and other group of municipalities (Ascrea, Castel di Tora, Varco Sabino and Turania) – the best in class 16,7%.

The regional distribution suggests two specific tendencies: aggregation by the most significant municipalities and scattering of the municipalities belonging to lower classes, except with the island of Ventotene in the Latina province. Fig. 3 shows the results.



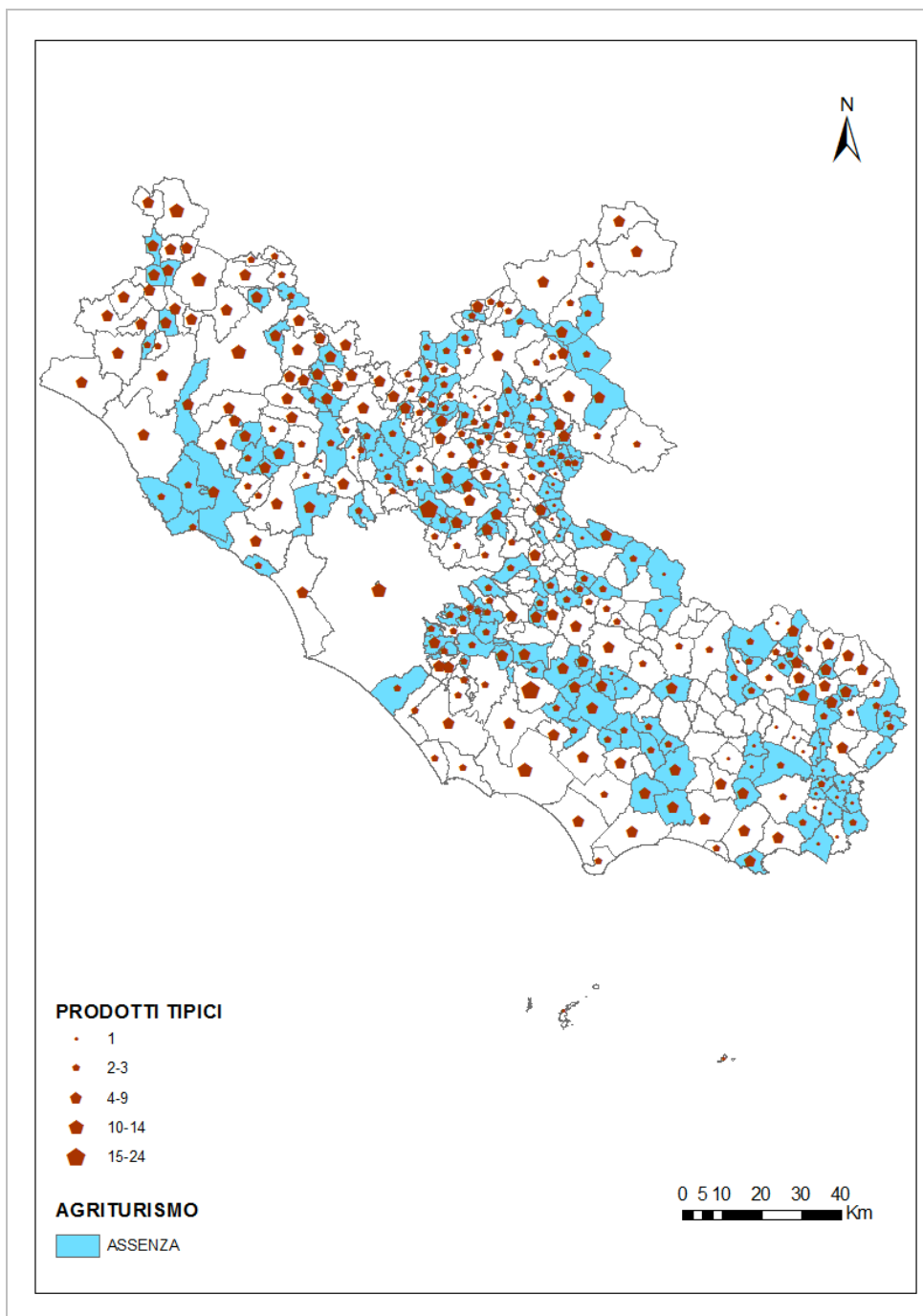
**Fig. 3 Agritourism and farms ratio in Lazio**

*Self elaboration of Istat data, 2013*

#### **4. The territorial relationship between agritourism and typical products**

The final part of this paper considers the territorial relationship between the dynamics of localisation of agritourism and concentration of typical products. The first aspect analysed concerns with the presence of agritourism where a significant concentration of typical products is. More than 50% of the municipalities with almost one product are

characterized by the lack of agritourism (208 municipalities – 55%); there aren't hotel in 122 cases of this group (32.2%) and there is no accommodation in 50 cases (13.2%), as shown in Fig.4. Some municipalities (14) of this group seem to be considerable in terms of products (more than 4). The territorial lay appears miscellaneous. Four municipalities of the northern of Tuscia are characterized by a strong concentration by agritourism and products (Gradoli, Latera, Onano and Piansano). Some scattered municipalities of the Rieti province are close to other ones that are characterized by a significant number of agritourism, so the case of Poggio Mirteto in Sabina (7 products). The same happens in some municipalities of the far South-East of the Region - the Frosinone area - and in the hinterland municipalities of the Latina Province (Monte San Biagio - 8 products). Anyway, the significance of agritourism seems to be lower than Tuscia and Sabina. On the opposite side, the hinterland municipalities of the area of Roma are characterized by the lack of agritourism, perhaps because of its specific geomorphological configuration (Artena, 9 products; Segni, 8; Carpineto Romano, Montelanico, Gavignano and Gorga). Anyway, the most absolute value about products (24) is in Monterotondo, very close to Roma, where agritourism accommodation system appears residual; the territorial factor seems to be the proximity of a huge market place of Roma in this case. On the contrast, there are 21 municipalities with more than 4 agritourism in which the typical products are significant: it doesn't ever assume 0 values (minimum 3) and the average is the same of the total distribution. The higher typical products municipalities are Acquapendente (11) with 21 agritourism and Bolsena (10) with 19 agritourism. The other considerable units are two big smokes Viterbo (10 products and 19 agritourism) and Roma (11 products and 23 agritourism).



**Fig. 4 Municipalities without agriturismo by typical products**

*Self elaboration, 2014*

The final part of this analysis of the relationship between agriturismo and typical products carries on five different hypothesis scenarios by the comparison of agriturismo localisation and five small baskets of typical products. This is an attempt to synthetize this paper's territorial approach. Three of these scenarios are depending by a qualitative hypothesis through the stakeholder's opinion; the last two by quantitative methodologies, depending on the typical products spread by municipalities. Tab.4 shows the methodology and size of the small baskets.

**Tab. 4 Scenario hypothesis**

SCENARIO	PRODUCTS	TIPOLOGY	NOTES
SCENARIO 1	5	QUALITATIVE	
SCENARIO 2	9	QUALITATIVE	
SCENARIO 3	10	QUANTITATIVE	30 MUNICIPALITIES
SCENARIO 4	13	QUALITATIVE	
SCENARIO 5	21	QUANTITATIVE	10 MUNICIPALITIES

*Self elaboration, 2014*

The first scenario is based on qualitative selection of five very considerable typical products (Fig. 5): Vino, EVO, Pecorino, Ricotta and Carciofo. The first two represent the high spread in the Lazio municipalities (36.8% and 41.5%). The spread of the other three is lower (7.9% Pecorino and Ricotta, 5.8% Carciofo); anyway these are very known as *Romano* named agro-food product. The second scenario characterized by a qualitative approach too, takes in grant nine products (Fig. 6): five of the first basket and other four ones with a considerable spread (Kiwi 7.9%, Castagna 20.6%, Cece 6.3% and Nocciola 10.1%). The third scenario is similar to the previous one by the size and typology (10 products, see Fig.7); anyway, the methodology has been by a quantitative approach, because the products are scattered in almost 30 municipalities. Seven products are the same of the second scenario (Vino, Olio EVO, Pecorino, Ricotta, Castagna, Cece, and Nocciola), but Carciofo and Kiwi have been replaced by some products of farm animals: Carni Suine, Formaggi Caprini e Formaggi Ovini (see Tab. 5).

**Tab.5 Scenario 2 and scenario 3**

Scenario 2	Scenario 3
VINO	VINO
OLIO EXTRAVERGINE D'OLIVA	OLIO EXTRAVERGINE D'OLIVA
PECORINO	PECORINO
RICOTTA	RICOTTA
CASTAGNA	CASTAGNA
CECE	CECE
NOCCIOLA	NOCCIOLA
CARCIOFO	CARNI SUINE
KIWII	FORMAGGI CAPRINI
	FORMAGGI OVINI

*Self elaboration, 2014*

The above considerations could support the thesis of the congruence between qualitative and quantitative methodologies. Consequently, the new products are more scattered by municipality: 10.1% Carni suine, 12.7% Formaggi Caprini and 9.5% Ovini. The fourth scenario considers thirteen products (Fig.8): four ones are new in spite of the second scenario (Ciliegia, Fagiolo, Fragola, Tartufo), less scattered by municipalities and characterized by various knowledge in terms of food and wine tradition; very often

they linked to specific promotion's events in Lazio. The spread are: 4.8% of Ciliegia, 6.9% of Fagiolo, 2.9% of Fragola and 3.4% of Tartufo.

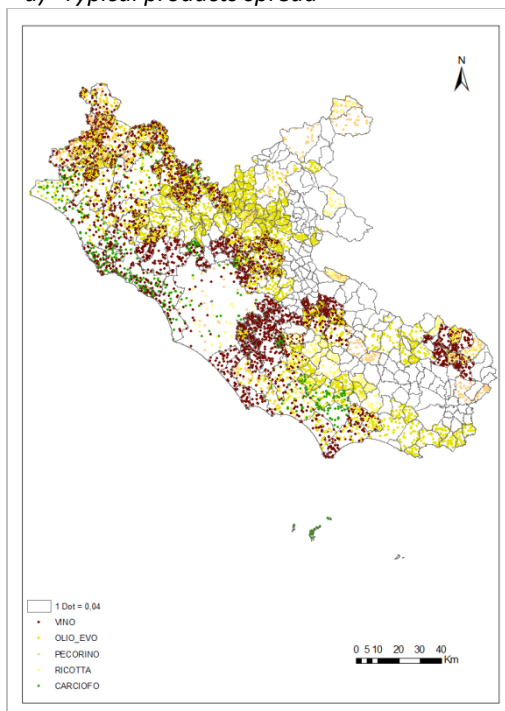
At last, the fifth scenario contains twenty-one products scattered in almost 10 municipalities (Fig.9): five already considered (Kiwi, Ciliegia, Fagiolo, Fragola and Tartufo) and other completely new (Formaggi & Latte, Formaggi Vaccini, Broccoletti, Cicerchia, Patate and Peperoni). The average spread of these products is more than less of 10% (9.8%), as it shown in Tab.6.

**Tab.6 Scenario 5**

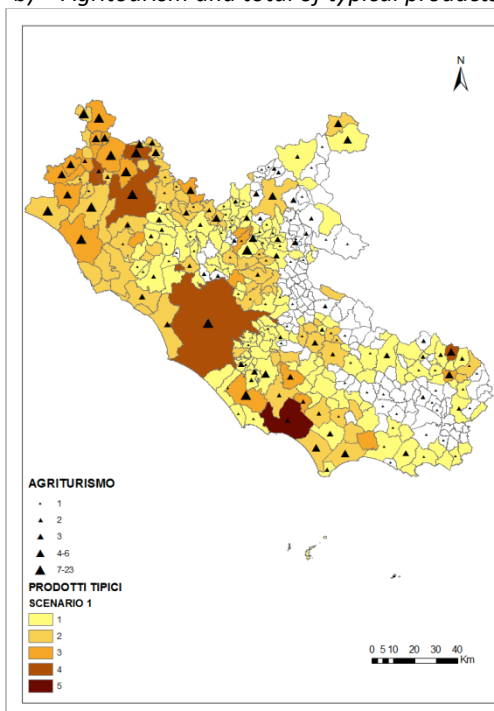
TYPICAL PRODUCTS	MUNICIPALITY SPREAD	TYPICAL PRODUCTS	MUNICIPALITY SPREAD
VINO	36.8%	CICERCHIA	3.7%
OLIO EXTRAVERGINE D'OLIVA	41.5%	CILIEGIA	4.8%
FORMAGGI CAPRINI	12.7%	FAGIOLO	6.9%
FORMAGGI E LATTE	4.2%	FRAGOLA	2.9%
FORMAGGI OVINI	9.5%	KIWII	6.3%
FORMAGGI VACCINI	2.9%	NOCCIOLA	10.1%
PECORINO	7.9%	PATATA	2.6%
RICOTTA	7.9%	PEPERONE	2.6%
BROCCOLETTI	1.1%	TARTUFO	3.4%
CASTAGNA	7.9%	CARNI SUINE	10.1%
CECE	20.6%	<b>AVERAGE</b>	<b>12.5%</b>

*Self elaboration, 2014*

a) Typical products spread

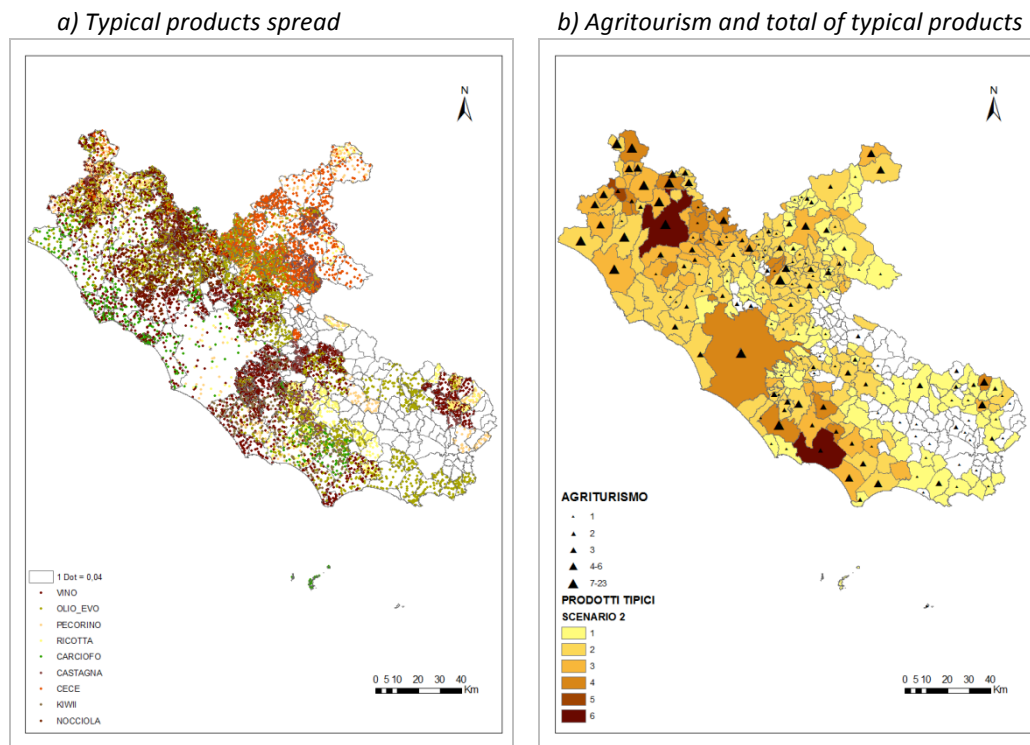


b) Agriturismo and total of typical products

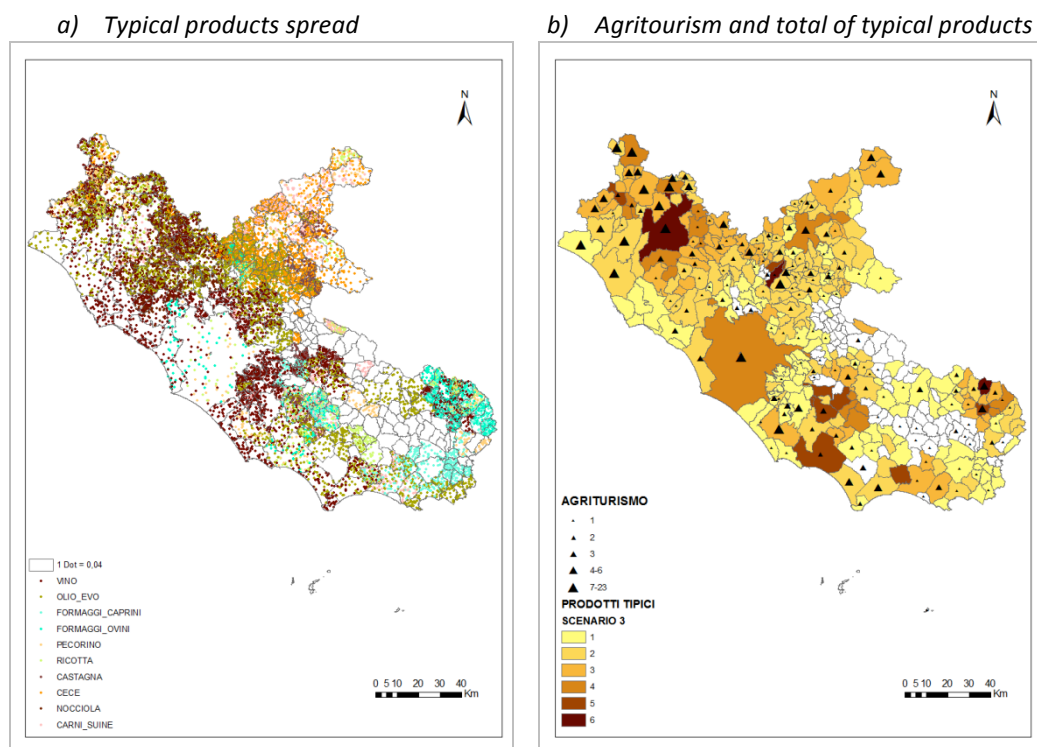


**Fig. 5 Scenario 1**

*Self elaboration, 2014*

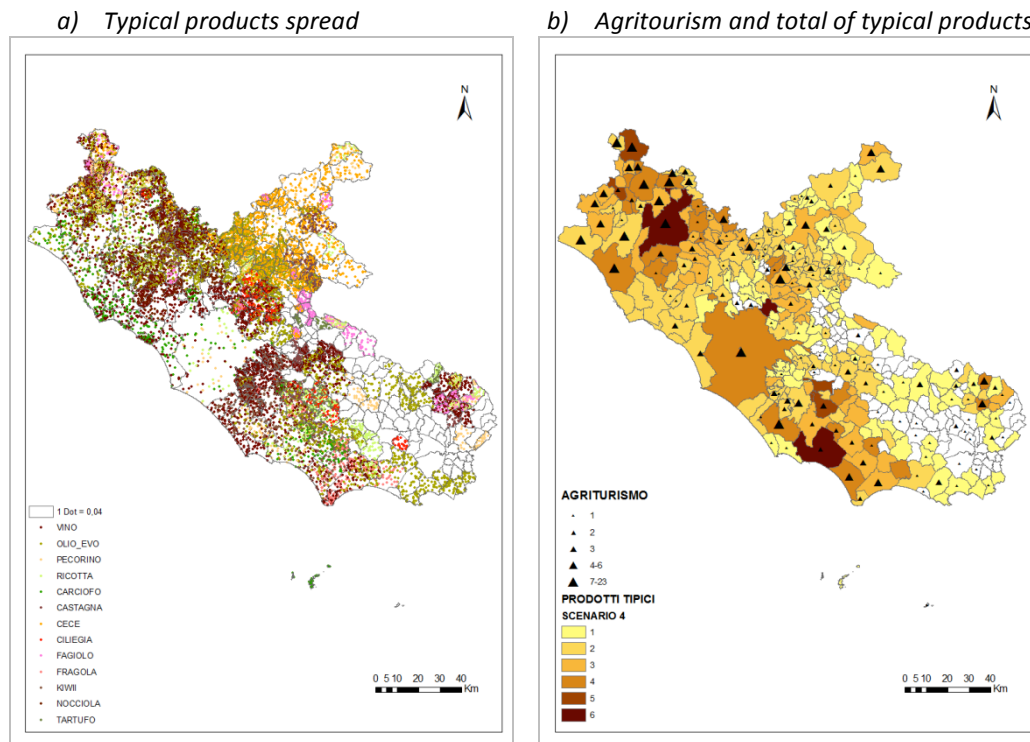


**Fig. 6 Scenario 2**  
Self elaboration, 2014

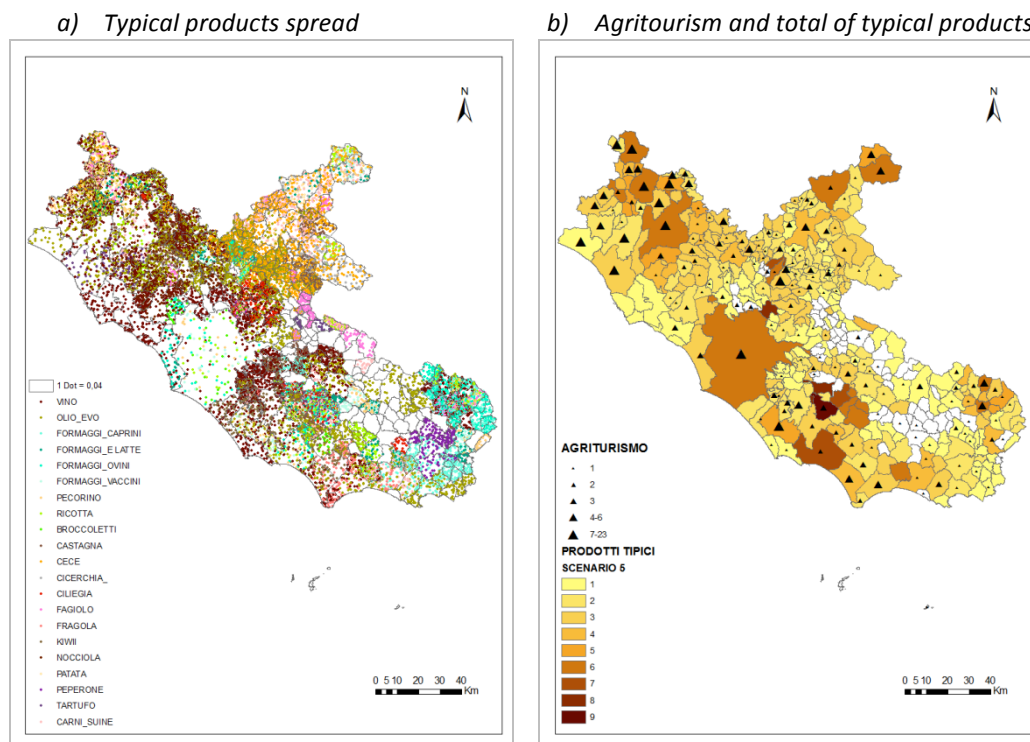


**Fig. 7 Scenario 3**  
Self elaboration, 2014





**Fig. 8 Scenario 4**  
Self elaboration, 2014



**Fig. 9 – Scenario 5**  
Self elaboration, 2014

## 5. An hypothesis of territorial aggregation

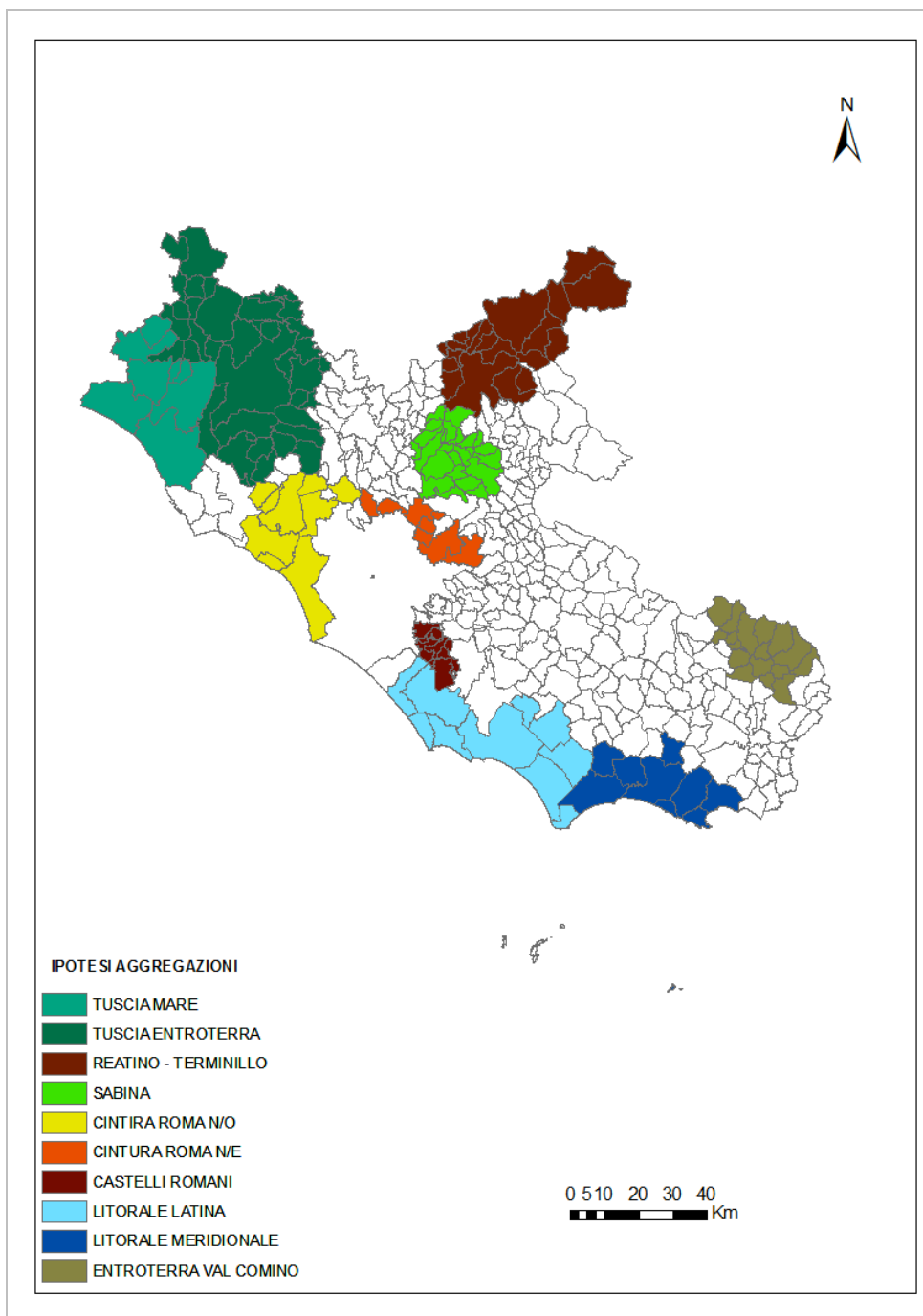
The proposal methodology highlights the dynamic of the relationship agritourism-typical products, due to different considered scenarios. The territorial correlation coefficient is considerable and it is 0.4 - both calculated to agritourism facilities and beds per municipality: the case that agritourism doesn't offer hospitality seems to be one of the key factors. The spatial configuration of agritourism and typical products suggests some specific aggregation clusters. The possible process to individuate them could be considering concentration of the two main variables used during the analysis together with the models of agritourism and their territorial functions (The agritourism models' classification has been reported in par. 3, Hausmann, 2009). The hypothesis of aggregation is reported following (see Fig. 10).

The first cluster corresponds to the geographical and historical region of Tuscia, characterized by the coexistence of two territorial functional models of agritourism: the first localised along the coastal area and the second one on the hinterland. The first case suggests a dual role: added value to the tourism system and supporting to agriculture incomes; the most considerable products seems to be Vino, EVO ("Canino DOP") and Carciofo. The second case appears to be more similar to traditional and mature model in transition phase to multifunctional model too. The typical products are the key factors, specific referred to the most scattered ones: Vino and EVO, with related brands ("Canino DOP" and "Tuscia DOP"); but also the Nocciola and, lesser the Pecorino; there are destinations characterized by several attractive touristic resources (artistic, thermal, lake and religious): Bomarzo and Civita di Bagnoregio, for example. Furthermore, one of food and wine itineraries of Lazio passes through it, "Strada del Vino delle Terre Etrusco-romane". Some municipalities are on border of two aggregations as a *point* of connection between them, as Ischia di Castro and Piansano. Also, two aggregations are close to Toscana, fruitful region to agritourism and food and wine itineraries; it suggests a spatial configuration of a territorial system, where all the accommodation is important too.

It is possible individuate other two aggregations in the Centre of Lazio. The first is localised at the Far East of Reatino, close to Umbria and Abruzzo, and the Terminillo too; it is characterized by the EVO production and other various products, some of them are very important: for example Formaggi and Tartufo. There are a lot of municipalities that aren't so widely extended by the geomorphological features and average ceiling. This area could be characterized by the traditional agritourism model. The second aggregation could be related to the geographical and historical region of Sabina, from the southern part of Reatino to the area of Roma. Specific factors are increasing of the agritourism and other typologies in short supply; some agritourism offers only the catering service. This functional typology by the geographical position is characterized by few municipalities, widely extended; the food and wine itinerary of Strada dell'Olio highlights the specific production of EVO "Sabina DOP" more than other products, as Ciliegia, i.e.

The suburban ring could be divided into three groups, collateral to Roma cultural and religious destination on one hand; functional to the Roma agriculture and tourism market place, on the other hand. The first northern-western area from the coast to the Bracciano and Martignano lakes that are compound by several municipalities, characterized by *blue resource* and proximity to Rome. The second is the northern-eastern close peripheral area, where is Monterotondo, the municipality characterized by the higher number of typical products. Not line break of urban pattern could be considered a link of the various products; agritourism could be traditional and multifunctional both. The third area, the so called Castelli Romani is characterized by *Vino*, as the “Cannelino DOCG”, but also Porchetta di Ariccia and Fragole, along the “Strada del Vino dei Castelli Romani” and the proximity of the same name lake.

It is possible consider another three territorial aggregation in the southern part of Lazio. The first the extended area from the South of the Roma province (Anzio and Nettuno) to San Felice Circeo, along the coast and not so far from Roma; this territorial aggregation could easily be linked to *sea model* of the agritourism and it is characterized by some products, as Latina Kiwi. Other coastal aggregation is the southern area of Lazio oriented to sea but linked to the hinterland areas; it is based on the *sea agritourism model* and several products as *Vino* and *Formaggio* around Gaeta, Fondi, Sperlonga and Itri. The last aggregation seems to be so different by the previous ones because of the extension: it is localised in the eastern hinterland areas of Lazio, close to Molise, in the Val Comino.



**Fig.10 An hypothesis of territorial aggregation**

*Self elaboration, 2014*

## 6. Conclusion

The linkage of the agriculture typical supply chain and the agritourism system seems to be a key factor of the tourism developing model to carry a territorial image as particular. The aggregation process from this kind of characteristic could be a potential tool to the local competitiveness. Specifically, agritourism seems to be the best accommodation typology to guarantee exclusivity and authenticity of typical products. Synergic valorisation of the food and wine supply chain, the accommodation system and local specific resources are the fundamentals to tourism promotion; furthermore, the tourism territorial system based on the agriculture and the integration of tourism into the local economy could be start from four food and wine itineraries. It seems to be developing in Tuscia and maybe in Sabina and in the Southern Lazio too.

Furthermore, this approach would improve the knowledge of the functional role of agritourism to valorise the systemic potential of territory. The multifunctional model could be an occasion of growth and multiplicative effects; so agritourism could be changed the relationship between territory and the supply chain: selling and touristic diversification. The cultural valorisation means *made in Italy tourism* in a widely conception; it carries on added value of the food and wine supply chain by the *made in Italy typical products*. It is strategic to the competitiveness, if tourism has integrated into local economy. The agritourism allows understanding this relationship, because it seems to be the best accommodation typology to the rural tourism.

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