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Food and Wine Tourism: an Analysis of Italian Typical Products¹

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ABSTRACT

The aim of this work is to focus the specific role of local food productions in spite of its relationship with tourism sector to valorization and promotion of the territorial cultural heritage. The modern agriculture has been and, in the recent years, several specific features are emerging referring to different territorial areas. Tourist would like to have a complete experience consumption of a destination, specifically to natural and cultural heritage and genuine food. This contribute addresses the topics connected to the relationship between typical productions system and tourism sector to underline the competitive advantages to local development. The typical productions are Designation of Protected Origin (Italian DOP, within wine certifications DOCG and DOC) and Typical Geographical Indication (IGP and wine's IGT). The aim is an analysis of the specialization of these kinds of production at Italian regional scale. The implication of the work has connected with defining a necessary and appropriate value strategies based on marketing principles in order to translate the benefit of typical productions to additional value for the local system. Thus, the final part of the paper describes the potential dynamics with the suitable accommodation typology of agriturismo and the typical production system of Italian Administrative Regions.

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

¹ This article is the result of the combined efforts of the authors. Angelo Giraldi wrote section 1 and paragraph 2.1; Francesco Maria Olivieri wrote paragraphs 2.2 and 2.3, section 3 and the conclusions.

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1. Typical production context

The relationship between agriculture and tourism has been increased its relevance, specially referred to the integration between several economic sector at regional scale (Celant, 2001; De Noronha, Vaz, Nijkamp, Rastoin, 2012; Hausmann, Di Napoli, 2001; Telfer, 1996). The role of typical production seems to be more important at all (Telfer, 1996). Scientific research has not sufficiently focused its attention to this relationship, despite of its relevant and continuous touristic growth. Tourism affects many economic, social, environmental and political impacts compared to the analysis of other activities linkage (industry, agriculture and service). Tourism local development has implemented to the integration to the other economic sectors; and rural activities seem to be very important despite of two reasons. Firstly, it allows analysing the local development based on consumption of «tourist products» located in specific local contexts. Secondly, it has referred to specific nature of genuine product. Moreover it is necessary a theoretical framework to study rural tourism local development and the role of productive and territorial specificity, so called «typical products» in widely consideration. Starting from localized typical productions at regional scale, we analyse the relationship with local development, rural tourism sustainability and accommodation system. Therefore, we try to understand which the findings are how to promote the Italian tourism based on the tourism global supply. Tourism Added Value to specific local system takes advantage from the synergy with food and wine supply chain and it concerns to the made in Italy. For this reason it is important consider agriturismo and typical production firms as an increasing part of the agriculture system, specifically about the competitive advantage and economic growth trends. According to recent literature, the reciprocity among food and wine supply chain and tourism provides new insights on the topics related to tourism development and to local system organization. The specific theme could refer to the integration between economic sectors and specific activities at regional scale.

However, it needs to have a preliminary deepen to the classification system about typical productions: European classification system about DOP and IGP considers within DOP, DOC and IGT. Indeed another topic is significant to Italian rural economy, the Traditional Agriculture food Productions (Italian Acronym PAT). Typical products represent one of the possible key to enhancement of the territory and the promotion and communication of the same: relationship with tourism, *face to face* communication, psychological effects, territory brand over only one agricultural product, system of handicrafts and industrial - so called *made in Italy*. Anyway, these topics have to consider into the all value system of local community in terms of social and environmental reputation and diffusion of an authentication taste.

European countries' Typical Production have been concentrated in the Mediterranean areas, specifically in Italy and France. The tradition and culture defines these as characteristic products as a place of their own and products to their specific binding to the context territorial production. Therefore, these are part of heritage and concept of

all production that are based on co-evolution of the cultivation and farming and processing product over a long period of time within the territory, where these systems are realized with the resources that are present in them. There are 992 DOP and IGP products in the European Union which characterized by several categories: i) *Meat*, ii) *Meat Preparation*, iii) *Cheese*, iv) *Other Animal Origin Products*, v) *Vegetables and Cereals*, vi) *Fat and Oil*, vii) *Baked Products, Fresh Pasta, Bread and Pastry*, viii) *Fish Preparation*, ix) *other products*. Two of these categories - iii) and v) - accounted almost for 45% of the designations. However, the typical geographical indication takes in account significant territorial disparities between Northern and Southern Europe. In fact, there is a competitive advantage for the bordering countries on the Mediterranean Sea: the amount of products and its variety, as Italy, France, Spain, Portugal and Greece, almost 80% of European designations. The main reason could be the food tradition and culture of these countries and the role of modality of the agriculture system (as *mezzadria*) and the dimension of the firms, small and medium-sized enterprises (Olivieri, 2014).

1.2 Theoretical framework and European designation system

Theoretical framework of typical products needs to deepen in the Italian food and wine tourism because of two main features. Firstly the development of DOP and IGP designations and other food label, as the PAT; secondly, because of the relationship to the enhancement of the Italian cultural heritage. The differentiation has based on the production origin within the territorial lever which companies, their associations and local public agencies looking to promote the penetration of new markets and distribution channels, as well as to maintain market share. For a long time EU has guaranteed to agribusinesses a tool of protection and differentiation of production «typical» whose qualities derived from the link with the territory. This is the agricultural product quality policy of origin and registration established by the EEC Regulation 2081/92, recently replaced by EC Regulation 510/2006 (European Commission, 2014).

The system has based on several features. Firstly, the role of consumers and their increasing interest in genuine localized productions characterized by a high quality, more wholesome and healthier than products of unknown identity. Therefore, we consider a particular typology the «Tourist Explorer Consumer» is also interested in forging links of solidarity with the cultural identity of the territories that express them. Other reason is concerning to the role of the market: *i)* firms use the protection's system to a qualitative distinction based in the first on quality; *ii)* on the second on the price competition. In addition, the high reputation enjoyed by many local products must be protected from imitations and unfair competition. Finally, the benefits of the rural development keep the traditions and culture, the community social systems in terms of local development (Arfini, 2006). Moreover, a strategy of protection could became a promotion activity, if farms includes designation products as a business brand. At the same time it has several effects on the business strategy concerning with the marketing mix. It could be right to the adoption of brand strategy and with the

reputation and the image. In this case it is very important the role of the aggregation of firms, on one hand, and the local public agencies on the other hand. This consideration is important because of the risk of free rider attitude could have negative effects on other farms and territory. Consequently, some specific features of Italian industrial district, about the cooperation-collaboration seems to be more basic about this kind of strategy.

Table 1 Typical products in EU

Country	Products	Country	Products
Italy	248	Belgium	13
France	192	Hungary	12
Spain	161	Netherland	9
Portugal	118	Finland	8
Greece	97	Sweden	6
Germany	89	Denmark	5
United Kingdom	46	Ireland	4
Poland	35	Luxembourg	4
Czech Republic	32	Lithuania	2
Slovenia	16	Cyprus	2
Austria	14	Bulgaria	1
Slovakia (c)	14	Romania	1

Source: European Commission, 2014

2. An overview of Italian protection quality system and agriculture food

2.1 Definition and framework

Typical product suggests the best combination of economics and territorial features. It could be the main important factor to local development, better still if we consider the difficulties Italian competition dynamics, because of the size of the Italian SMEs and the state of the agriculture system. The designation of typical agriculture products has been arisen to facilitate the consumer to understand the quality (Par.1). The number of designated typology amounted to 375 about DOP, IGP and STG and 538 about wine (DOCG, DOC, IGT) with regard to Italy (MIPAF, 2013). The DOCG and DOC wine certifications are part of DOP system, instead of IGT related to IGP. Therefore, the amount of typical product are 913 (MIPAF, 2013). The Italian protection system has based on differentiation and seems to be very impressive, to underline Italian high vocation of typicality and to consider the number of geographical names recorded. Anyway, the success of designation strategies is not only an indication of considerable forecast of the business systems, but moreover it has related to the typical products that are placing in obtaining and use of brand of quality. However, the effective use of designation is not so scattered and it seems to be lower than possibilities, without considering some mainline designations of high reputation (e.g. Parmigiano-Reggiano, Prosciutto di Parma, and some Extra-Virgin Olive Oil). Very often, the agriculture

system focuses on many difficulties related to executive use and consumers' feelings the differences between the typical brand and other products. Specifically if we refer to another very important topic as the bio-production system. Therefore, this could generate some confusion in the agriculture consumer's market (Hausmann, 2009). The system of agriculture designation may therefore be an important push factor to the development of local products and to the identity of the territory, if they carefully evaluate in advance and the costs and benefits of their use. Italian agriculture quality policy has based on the European classification on one hand, but some specific consideration for Wine classification (DOCG, DOC and IGT) has to take into account; on the other hand, Italian system shows its own originality about Traditional Agricultural food-Product (in the Italian acronym PAT). The Protected Designation of Origin (DOP in Italian acronym) has used to underline a severe linkage between the product and its territory. The production, processing and preparation take place in a localized area. The DOP is original product and the quality depends on the environment, natural and human factors. The manufacturing process consists with a specific Rule (*Disciplinare*) and takes place in the identified geographical area. Therefore, the DOP is hailed from the same area. The Protected Geographical Indication (IGP in the Italian acronym) is another protection brand about the participation of production and, specifically, technical, loosening the bond territory. The IGP product originates in a territory where it can be referred to almost one-step of the manufacturing process (production, processing and preparation), characterizing the result for quality and reputation. Finally, Traditional Speciality Guaranteed (STG in the Italian acronym) is referred to the European legislation Reg. CE2082/92 and it is obtained by using a method of traditional typical producing of a particular geographical area in order to protect their specificity. It is a tool for distinguishing it from other products in order to emphasize the tradition of product. The traditional speciality guaranteed may be derived by the method of production, processing or by the arrangement of a traditional practice for the product or food; that may arise from raw materials or ingredients used in the traditional way. This typology is referred only *Mozzarella di Bufala Campana* and *Pizza Napoletana* which are scattered in every regions at all.

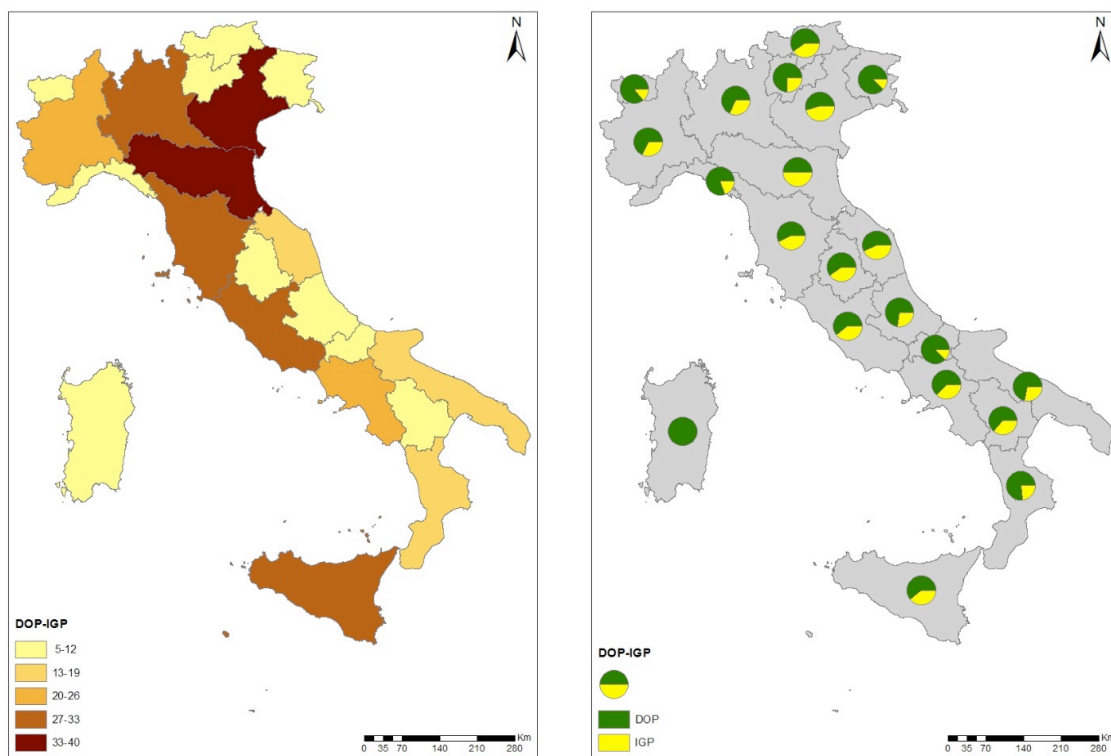


Fig. 1a DOP and IGP of the Italian Regions

Fig. 1b DOP and IGP of the Italian Regions by typology

Source: Self elaboration on MIPAF data, 2013

2.2 The DOP and Wine Certifications

The distribution of DOP and IGP shows the main vocation of some northern and central regions towards the production of the branding products. Emilia-Romagna (40) and Veneto (37) belongs to the first class (34-40 total products). Lombardia (31), Toscana (28), Lazio (28) and Sicilia (31) are located in the second (25-34) and Piemonte and Campania in the middle class (15-24). The remaining regions belong to the lower classes (Fig. 1a). Emilia-Romagna and Veneto show a balanced orientation toward the two typology of aggregate DOP and IGP, as shown in the Figure 1b. Similar situation also in Toscana, Marche and Umbria. The ratio of the remaining regions gets closer to one IGP to four DOP, up to the limit cases of Valle d'Aosta, Liguria, Friuli Venezia Giulia Molise and in particular Sardegna, which is not characterized by the IGP production.

The typologies of Wine certification are DOCG (*Denominazione di Origine Controllata e Garantita*), DOC (*Denominazione di Origine Controllata*) and IGT (*Indicazione Geografica Tipica*). The DOC wine relates to originate in a located and identified territory and defines: *i)* name; *ii)* region; *iii)* grape production; *iv)* maximum yield of grapes and dimension of area; *v)* minimum alcoholic strength of grapes and wine; *vi)* physical, chemical and organoleptic characteristics of the wine; *vii)* conditions of production; *viii)* composition of the vineyards; *ix)* density of plants; *x)* types of cultivation; *xi)* pruning systems; *xii)* methods of organoleptic tests; *xiii)* minimum

period of aging in wood or aging in bottle; *xiv*) any bottling in demarcated areas. The first (DOCG) is referred to a located and identified area, and it is regulated by a specification with the same rules of the DOC but more severe, because a wine could be this denomination at least 5 years by DOC. Special requirement concerns with the indication on the label with some exceptions. For this reason, a DOCG wine could be within a territory included in a DOC area. The IGT presents the same features of IGP.

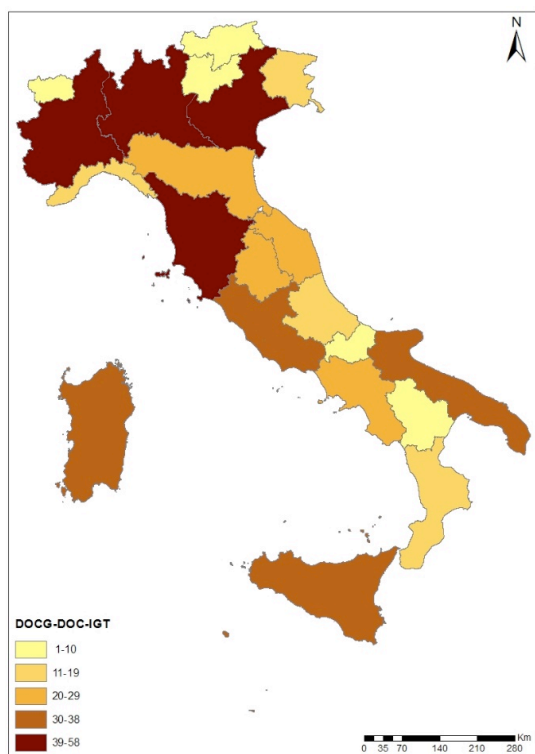


Fig. 2a Wine certifications of the Italian regions

Source: Self elaboration of MIPAF data, 2013

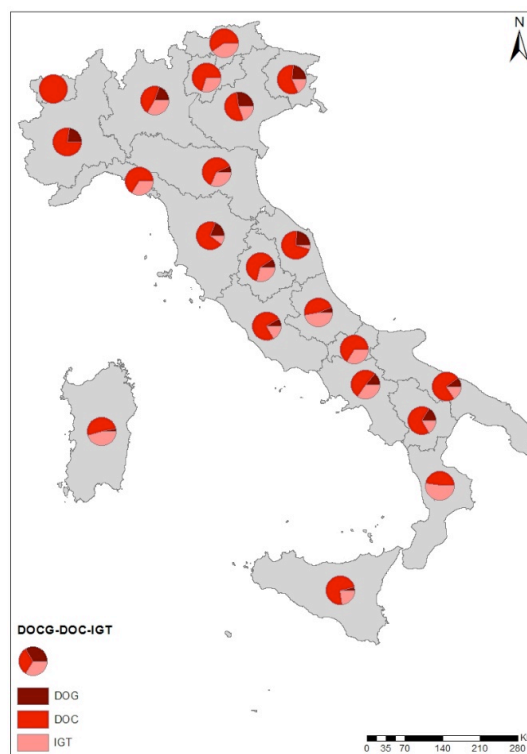


Fig. 2b Wine certifications of Italian regions by typology

The outline of the situation of the Italian regions about this kind of certification shows that Piemonte (53 «certified» wines), Lombardia (45) and Veneto (51) of the Northern Italy and Toscana (58) in the Centre belong to the upper class (39-58). Lazio (36), Puglia (38) and the two main islands (Sicilia and Sardegna, 31 and 38 respectively) are in the upper-middle class (30 -38); while Emilia-Romagna (29), Marche (21), Umbria (21) and Campania (29) in the middle class (20-29). Valle d'Aosta (1), Molise (6) and Basilicata (6) as well as two autonomous provinces of Trento (10) and Bolzano (5) are the territorial units belonging to the lower class (1-10). Remaining regions belong to the lower middle class (11-19). It could take into account about the composition of wine trademarks that all the region characterized by almost one DOC wine: the unique certification of Valle d'Aosta and a percentage from 50% to 75% for the other regions. Instead, the most concentration of DOCG is in the four northern regions of Piemonte, Lombardia, Veneto and Friuli Venezia Giulia, Toscana and Marche.

2.2.1 The relationship wine and foodstuff designations

The main result could be by taking into account the two branding dimensions according to belonging specified classes (Fig. 3). It shows more balance by typology to Lombardia, Veneto and Lazio with a specific significance number of products. Toscana seems more oriented to wine certified production while Emilia-Romagna to foodstuffs. Other regions seem balanced too.

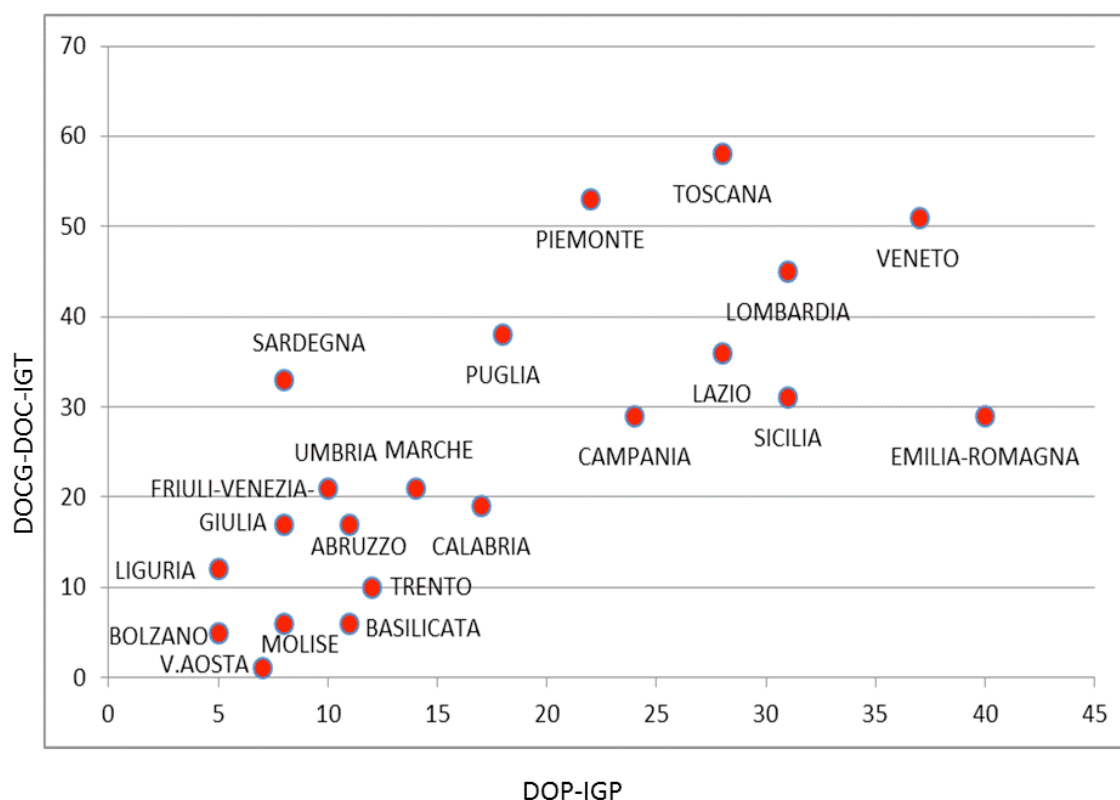


Fig. 3 The Italian regions' distribution by certified wines and foodstuffs' designations
 Source: Self elaboration of MIPAF data, 2013

2.3 Traditional Agriculture-food Productions (13th MIPAF Revision)

Traditional Agriculture food Productions -so called PAT- are referred to local food specialities. This kind of products is involved in unique food and it allows leading to extend the concept of a typical product. At the same time, it is emphasizing the diversity of food heritage of Italy. The regions belong to the highest class of number of PAT (351-453) are Toscana (463), Veneto (371), Lazio (391) and Campania (387). In the upper-middle class (251-350), we can find two regions, Piemonte (341) and Emilia-Romagna (307). In addition, two northern regions, Lombardia (246) and Friuli Venezia-Giulia (153), and southern one, Calabria (269), belong to the third class (151-250). The highest concentration seems in the fourth class (51-150) with nine local authorities

and, finally, the Valle d'Aosta (32) in the lower class (32-50). Figure 4 shows this distribution.

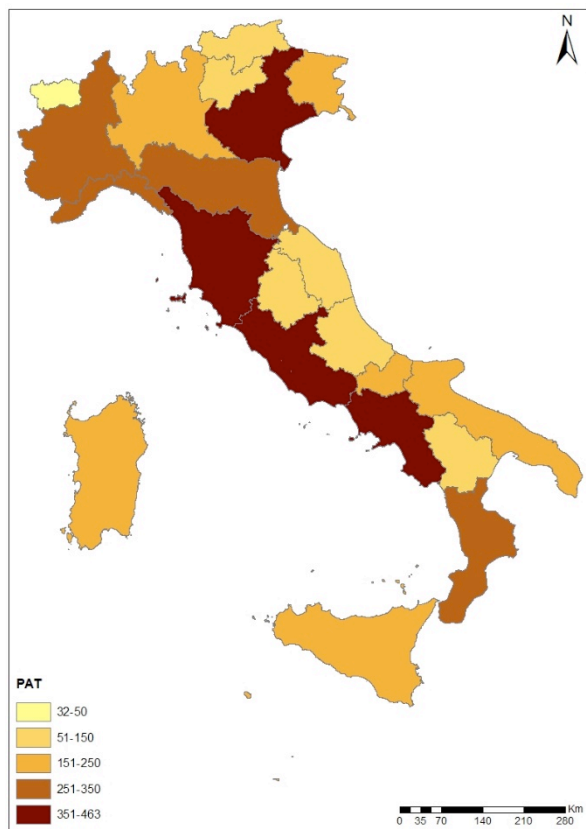


Fig. 4 PAT of the Italian Regions

Source: Self elaboration of MIPAF data, 2013

The Traditional Agro-food Products are divided into the following categories: a) «Soft Drinks, Spirits and Liqueurs»; b) «Meat»; c) «Cheese»; d) «Vegetable Products»; e) «Relish»; 6) «Baked Products, Fresh pasta, Bread and Pastry»; 7) «Gastronomy»; 8) «Fish Preparation»; 9) «Other Animal Origin Products»; 10) «Fat, Butter and Oils». The following Figure 5 shows the localization of the PAT and its variability at region scales.

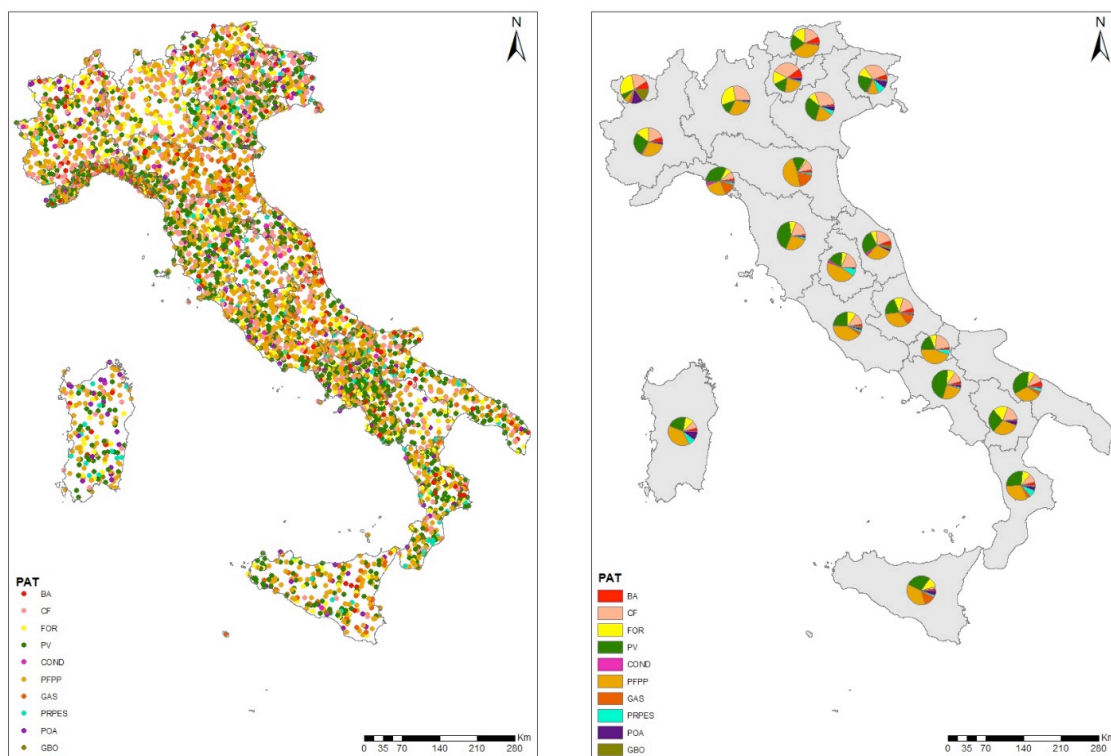


Fig. 5a-b PAT of the Italian regions by typology²

Source: Self elaboration of MIPAF data, 2013

3. A hypothesis of analysis: specialization index of typical production

The second part of this paper concerning with an attempt to establish two types of indicators to assess the prevalence of location-based calculation of the coefficients of specialization at the regional level. This indicator has established following the methodology implemented in the first part of the work on the certified productions. The first has based on the European designation's system. For this reason, the denominator is the sum of the total of typical products: DOP, IGP, DOCG, DOC, and IGT (Par. 3.1). The same indicator with several differences is establishing about the PAT (Par.3.2).

3.1 The specialization index of product names for foodstuffs, wine, and spirits

The specialization indicator has defined as the ratio between the shares of single typology of certification at the corresponding region on the total number of certification of the same area and compared with the respective sectorial share comparison of the Italy. It allows analysing the localization of specific typology at regional scale. The general formula is the following (1).

² BA: Soft drinks, Spirits and Liqueurs; CF: Meat; FOR: Cheese; PV: Vegetable Products; COND: Relish; PFPP: Baked Products, Fresh Pasta, Bread and Pastry; GAS: Gastronomy; PRPES: Fish Preparation; Other Animal Origin Products; GBO: Fat, Butter and Oils.

$$\frac{P_{ij}}{P_j} / \frac{P_i}{P} \quad (1)$$

- P_{ij} is the number of products for the specific typology i (DOP, IGP, DOCG, DOC, IGT) in region j ;
- P_j is the total of private label products in the region j ;
- P_i branded products of the specific typology considered on the national scale and, finally,
- P is the total number of products with quality mark, even on a national scale.

Therefore, this index can be useful to measure the impact of different types of brand in relation to the regional area than the Italian average. Therefore, high values indicate the presence of products with consistent quality designation in a specific region (indicator greater than 1). On the contrast, a low index value reflects the coexistence of several kinds of products, a lower degree of specialization and a greater homogeneity. Figure 6 shows the results of this index to the wine certifications. The localization of DOCG, showing zero value (or close to it) in several regions as Valle d'Aosta, Liguria, Molise and Calabria and in two autonomous provinces of Trento and Bolzano. The index of Emilia-Romagna, Umbria, Lazio, Abruzzo, Campania, Puglia, Basilicata, Sicilia and Sardegna shows values less than one, referring to the large part of south-central regions, including islands. The index is only greater than one in some regions of the North: Lombardia (lower middle class, 1 to 1.50) and Piemonte, Veneto, Friuli Venezia Giulia, Toscana and Marche (upper-middle class, 1.51 – 1.99). The maximum value of the distribution is 1.97 (Veneto), so it makes empty the upper class. The same indicator calculated for the DOC wines shows a higher degree of homogeneity. The regions in accordance with this distribution suggests them in the two lower classes: nine regions in the low middle (Piemonte, Liguria, Friuli Venezia Giulia, Toscana, Marche, Umbria, Lazio, Puglia and Sardegna). All the other regions are in the low class (0.33-0.99). Such situations also explains by the number of DOC wines now on the national territory. Every region has a value greater than zero and such continues to highlight a specific situation so much of the South and the spread of DOC in centre of Italy, on the other hand. The maximum value is 1.47 lower compared with the DOCG wines. Finally, the distribution of IGT shows a higher specialization and it is different from the other two wine kinds of certifications. The maximum value of the distribution (2.69) has referred to Sardegna more than Abruzzo (2.10) and Calabria (2.05). These regions belong to the highest class, highlighting the «vocation» to use of such a specification. This result suggests being significantly different by the two previous ones. The greater variability is denoted by the presence of the only one Liguria (1.73) in the upper-middle class (1.50-1.99) and six regions in the low medium (1-1.50): Lombardia, Umbria, Molise, Campania and the two autonomous provinces of Trento and Bolzano. The other regions belong to the low class (0.21-0.99) with the only exception that Valle d'Aosta and Piemonte, which values are close to zero value.

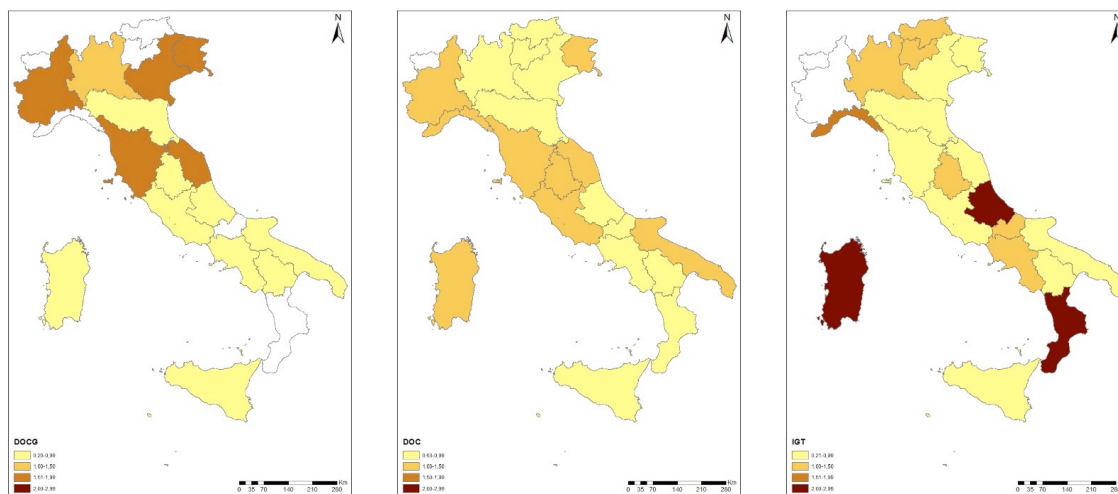


Fig. 6a DCOG

Fig. 6b DOC

Fig. 6c IGT

Source: Self elaboration of MIPAF data, 2013

The index values about DOP and IGP point out relevant differences (Fig.7). In the case of DOP only Valle d'Aosta (2.83) belongs to the upper class (2.00-2.99). We can find the Autonomous Province of Trento and the two regions Molise and Basilicata in second class (1.51-1.99). Several northern regions as Lombardia, Friuli Venezia Giulia, Emilia-Romagna and the Province of Bolzano has a value greater than one with Lazio, Abruzzo Campania, Calabria and Sicilia in the middle class (1-1.50); the lower class (0.70-0.99), numerically similar to the previous, observes the presence of the remaining regions. This distribution seems to be similar to the IGT wines. In the case of the IGP index, the greater uniformity of distribution at locational level has characterized by no regions in the upper class (2-2.99) and only one Sardegna with a not significant value. Emilia-Romagna and Basilicata are in the second class (1.51-1.99) and five regions (Veneto, Marche, Lazio, Campania and Sicily) and the province of Bolzano in the low middle class (1-1.50). The rest is in the lower class as an index value less than 1.

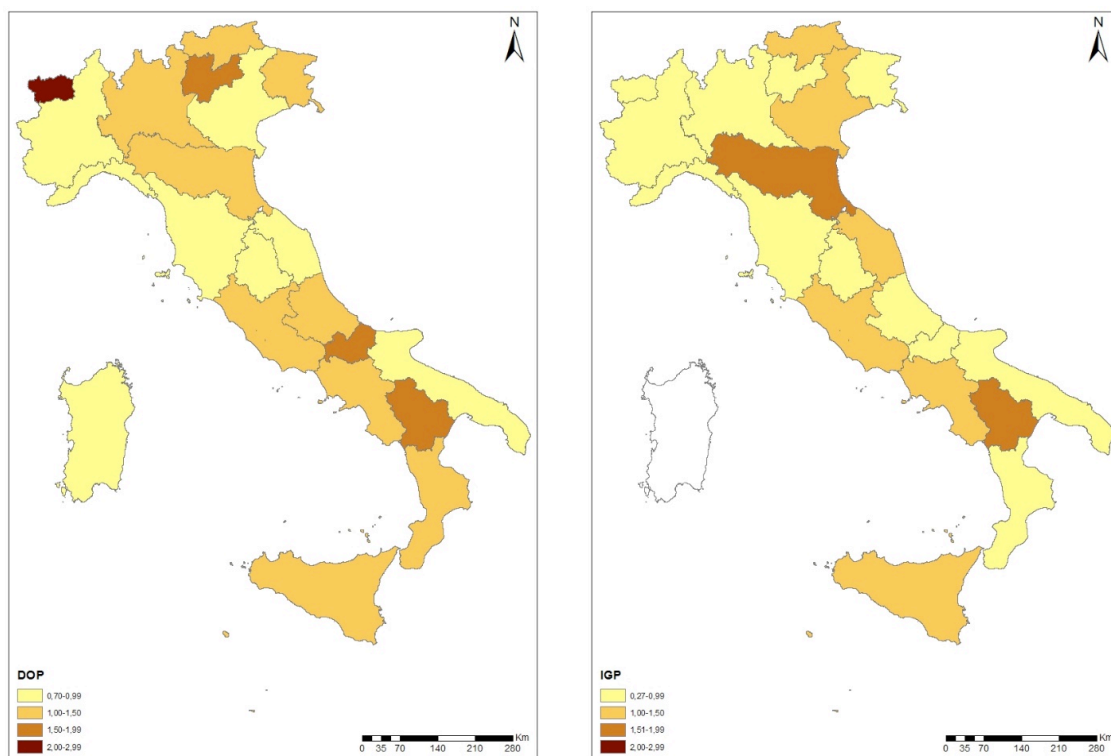


Fig. 7a DOP

Fig.7b IGP

Source: Self elaboration of MIPAF data, 2013

It needs to summarize all the above consideration by a unique aggregation, because of the nature of this classification; the results shown in Figure 8. The wine index shows a greater homogeneity than the second index; probably due to the presence of DOC wines; so the two lower classes have similar range: ten regions (1-1.50) and eleven (within two Autonomous Provinces of Bolzano and Trento) in the lower class (0.21-0.99). The second index shows a specialization of Valle d'Aosta, in the upper class (2-2.99), and that observes the maximum value of the distribution (2.13); and Basilicata in the upper middle class (1-1.99). All regions rate value around one or lower than it. The geographic specialization of production quality designations of the agricultural sector is comparable at European level and it has used by every region with low variability, while keeping some of their own specific features. The last factor has to be connected to skills and capabilities of the region than the population of farms, the predisposition to value and differentiate them, adopting trademarks and finally to their promotion and integration with other sectors of the economy, especially the tourism sector.

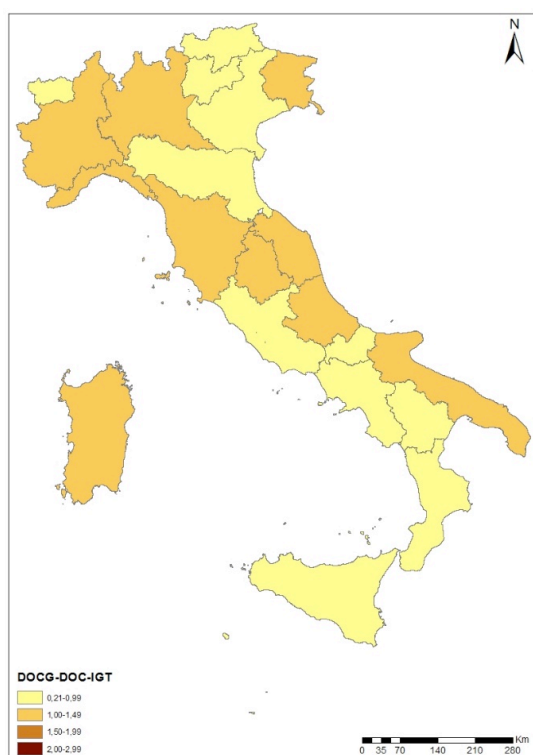


Fig. 8a Wine

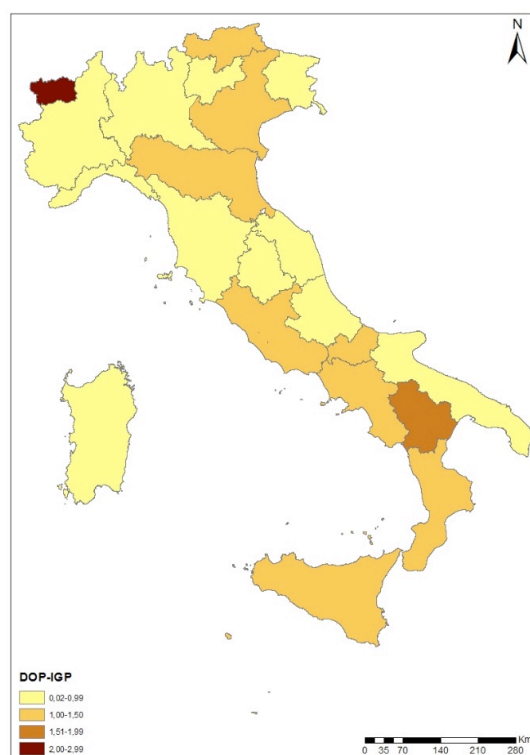


Fig.8b Foodstuffs

Source: Self elaboration of MIPAF data, 2013

3.2 The specialization index of PAT

The analysis of PAT carries on different methodology from the previous one. The index is defined as the ratio between the specific typology of PAT in specific region on the total number of Traditional Agro-food Products of the same area in comparison to the same ratio referred to Italy, it takes into account the particular feature of these productions compared to the foodstuffs and wines. The establishment of indicator allows analysing the concentration of PAT typology at regional scale: the construction of the location coefficient leads to the groups for comparison, because of the variability of values. In fact, for six types have compared with the same values of the former classes: «Soft Drinks, Spirits and Liqueurs», «Meat», «Cheese», «Vegetable Products», «Baked Products, Fresh Pasta, Bread and Pastry», «Fish Preparation». For the remaining typologies, the classes' indicator takes into account the specificity emerged and correlated with increased specialization. The general formula is the following (2).

$$\frac{T_{ij}}{T_j} / \frac{T_i}{T} \quad (2)$$

- T_{ij} represents the number of PAT refers to a specific typology i in region j ;
- T_j represents the total agro-food products typical recorded from the region j ;
- T_i represents the PAT of the specific type of Italy
- T represents the total number of PAT at the national level.

The analysis is driven from grouping three class of products. The main results of the first group about the concentration index are the following:

- i) Valle d'Aosta and the two Provinces of Bolzano and Trento and, to a lesser extent Friuli Venezia Giulia, Marche and Puglia about «Soft Drinks, Spirits and Liqueurs» (Fig. 9 a).
- ii) Improving consistency about «Meat» to Lombardia, Veneto and Friuli Venezia Giulia and the Province of Trento; these regions have characterized by territorial contiguity having a locational factor belonged to upper-middle class (1.50 -1.99) and nine regions in the low-middle class (Fig. 9 b).
- iii) Valle d'Aosta too has the highest value in the upper class and Lombardia in the case of «Cheese»; while in the medium upper we can find Basilicata and the Province of Bolzano; in the low middle class: Piemonte, Lazio and Sicilia and the Province of Trento (Fig. 9 c).
- iv) The value of «Vegetables Products» index suggests less variability and in the upper middle class we can find Campania and five regions in middle class: Liguria, Veneto, Toscana, Puglia and Sicilia (Fig. 9 d).
- v) The value of the large group of «Baked Products, Fresh Pasta, Bread and Pastry» shows the distribution more homogeneous: no region in the upper class, Emilia-Romagna in the average one and almost all the South-central Italy and Bolzano in the medium low (Fig. 9 e).
- vi) Finally, the greater specificity about «Fish Preparation» emerges in the five regions belonging to the upper class (Sardegna, Umbria, Molise, Calabria and Friuli Venezia Giulia), Veneto in the average class and Puglia in the middle low one (Fig.9 f).

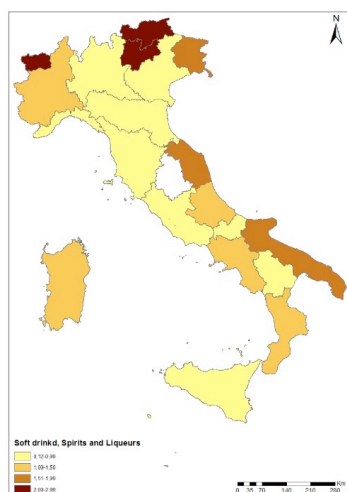


Fig. 9 a Soft Drinks, Spirits and Liqueurs

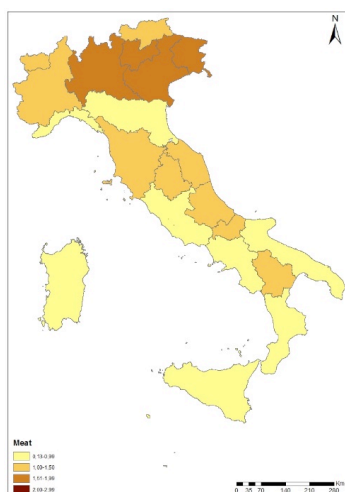


Fig. 9 b Meat

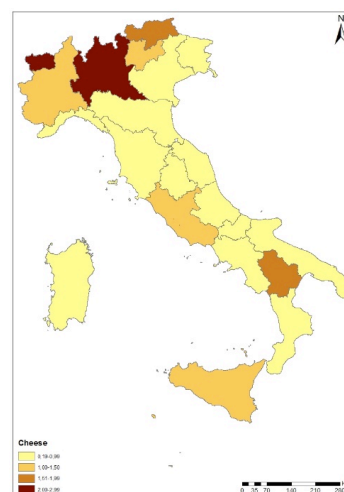


Fig. 9 c Cheese

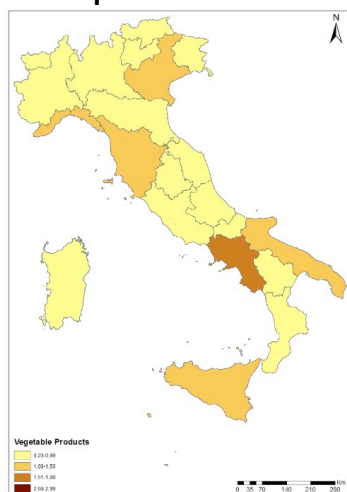


Fig. 9 d Vegetables products

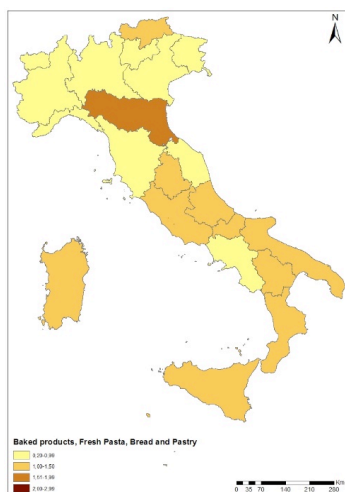


Fig. 9e Baked Products, Fresh Pasta, Bread and Pastry

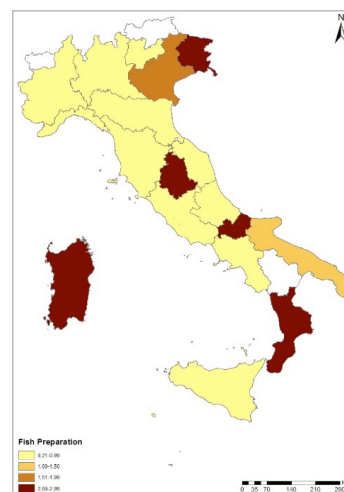


Fig. 9 f Fish Preparation

Source: Self elaboration of MIPAF data, 2013

The second group considers three PAT categories: «Relish», «Gastronomy» and «Other Animal Origin Product». The distribution leads to an analysis based on different classes, compared to the previous group, five of the same range. The results shown in Figure 10 are very different about the three categories considered. The PAT «Gastronomy» shows greater spatial specialization, specifically with Emilia-Romagna in the highest class (4 -4.99), Liguria and Sicilia in the upper class (3-3.99), Molise in the middle class (2-2.99), Puglia and Calabria in the lower middle class (1-1.99). However, these regions have a value greater than one. We can find Valle d'Aosta, Lombardia and Lazio in the low class (0.20-0.99). Other regions show a value close to zero (Fig.10 a). Compared to the «Relish» products the class distribution is similar, but the regions involved not are the same: Liguria in the highest class, Marche and Umbria in the upper-middle, Friuli Venezia Giulia in the middle, Piemonte, Lazio and Sicilia in the medium low, Emilia-

Romagna, Tuscany, Puglia and Sardegna in the low (Fig.10 b). The third PAT «Other animal origin Products» category of this group seems more homogeneous. No region belongs to the upper class, two regions (Valle d'Aosta, Sardegna) to the upper medium one, Friuli Venezia Giulia to the middle and six to the medium low one (Veneto, Campania, Basilicata, Calabria, Sicilia and the Province of Trento). All remaining regions with significant value are in the low class (Fig.10 c).

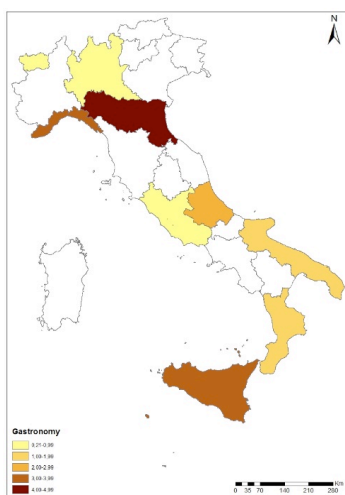


Fig. 10 a Gastronomy

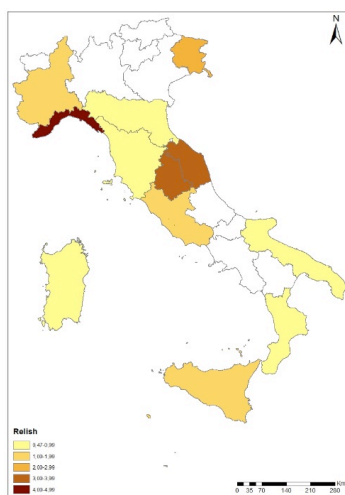


Fig. 10 b Relish



Fig. 10 c Other animal origin Products

Source: Self elaboration of MIPAF data, 2013

The PAT last considered category - «Fat, Butter and Oils» - shows a degree of specialization greatly spread by Valle d'Aosta in the highest class and Marche in the upper one. The remaining regions show a significantly lower value of the index: Lazio upper middle class and Friuli Venezia Giulia, Liguria, Abruzzo, Calabria and the Province of Bolzano the middle low one. Five regions (Emilia-Romagna, Umbria, Puglia, Basilicata and Molise) are with non-significant value (Fig.11).

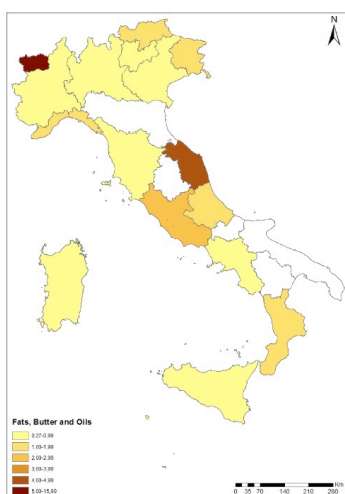


Fig. 11 Fat, Butter and Oils Source: Self elaboration of MIPAF data, 2013

Conclusion. Tourism accommodation, agriculture and typical products

The final point consists in answering a question, how to join the concentration index's result and the tourism and agriculture local economic system. In Italy, there are about 75 thousands firms that are involved in agro-food Typical Product and more than 1 million and half agriculture firms. If we analyse the agriculture system at regional scale, the main output seems to link to a particular situation that are significantly different between the northern and the southern regions:

- i. According to the number of agriculture firms, the southern regions seem to be characterized by a highest level: Campania, Calabria, Puglia and Sicilia. In the North Veneto too. Three central regions belong to the middle class, Toscana, Lazio and Abruzzo and two northern regions too, Piemonte and Emilia-Romagna (Fig. 12 a).
- ii. The distribution of typical agriculture product firms shows the main concentration in the North, specially Lombardia, Veneto, Bolzano; and in the Centre of Italy, Toscana and Sardegna. The most scattering in the North than in the South is confirmed by Piemonte, Emilia-Romagna and Trento in the second class (Fig. 12 b).
- iii. If we consider the ratio between the first variable, it shows deeply above suggestions about the role of the northern agriculture firms (Fig. 12 c).

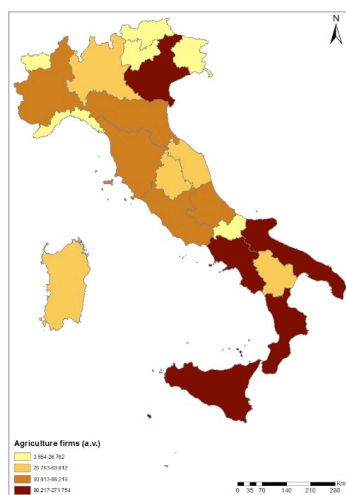


Fig. 12 a Agriculture firms (a.v.)

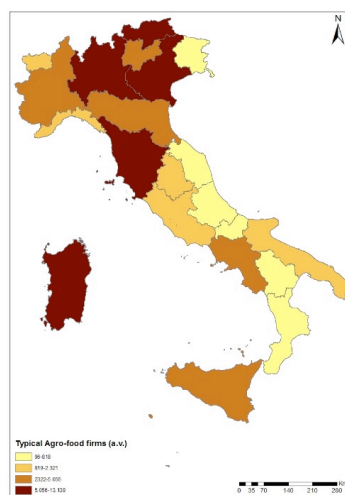


Fig. 12 b Typical agro-food firms (a.v.)

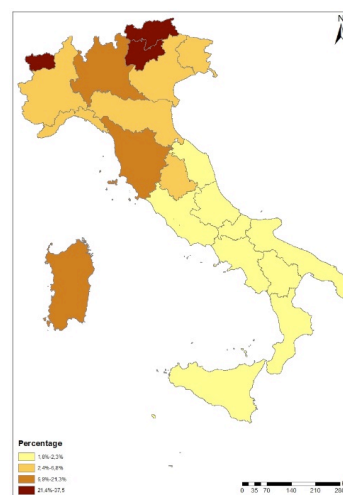


fig.12 c Typical agro-food firms on Agriculture Firms(%)

Source: Self elaboration of ISTAT data, 2013

In Italy, the dimension of agriturismo is about 20 thousands and half, characterized by an average dimension of 11.6 beds per unit and almost of 218 thousands beds. Summarize, we can analyse the agriturismo distribution that is the opposite of the agriculture firms. Some northern regions have more numbers of accommodation than

southern ones: Lombardia, Bolzano and Veneto on the top and Piemonte and Emilia-Romagna. The same and in the centre of Italy: Toscana and Umbria at the top, Lazio and Marche. If we consider the beds, the most value is in Toscana, Umbria and Bolzano. Moreover, the distribution is so similar to the previous one. Indeed, if we look at the average size two southern regions are the best in class (Puglia and Sicilia) and other values show more similar features (Fig.13).

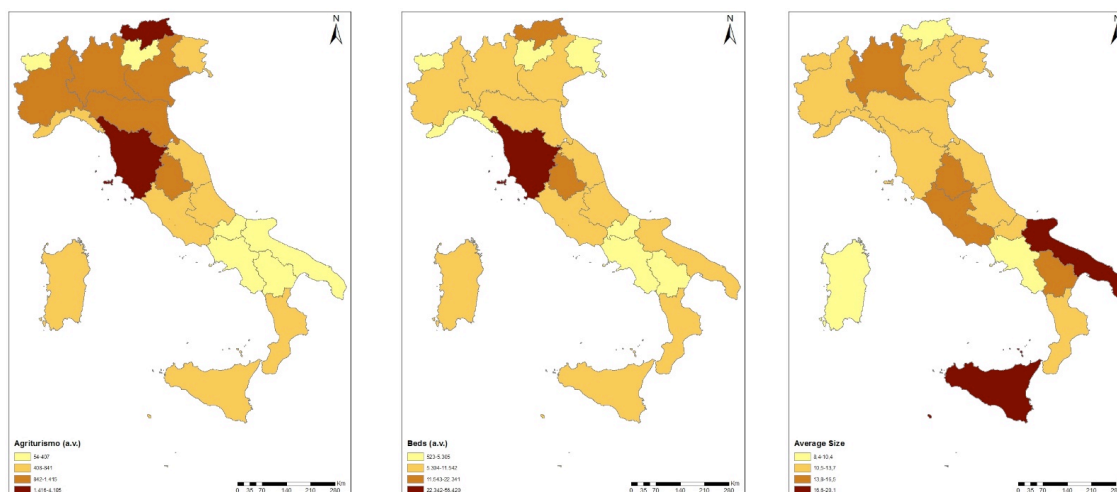


Fig. 13 a Agriturismo (a.v.)

Fig. 13 b Agriturismo Beds (a.v.)

fig.13 c Agriturismo Average Size

Source: Self elaboration of ISTAT data, 2013

It is important considering the ratio between the agriturismo and agriculture firms, that suggests a possible «vocation» of the northern regions to transform a simply farm into an agriturismo, involved the same regions of the Figure 14 a.

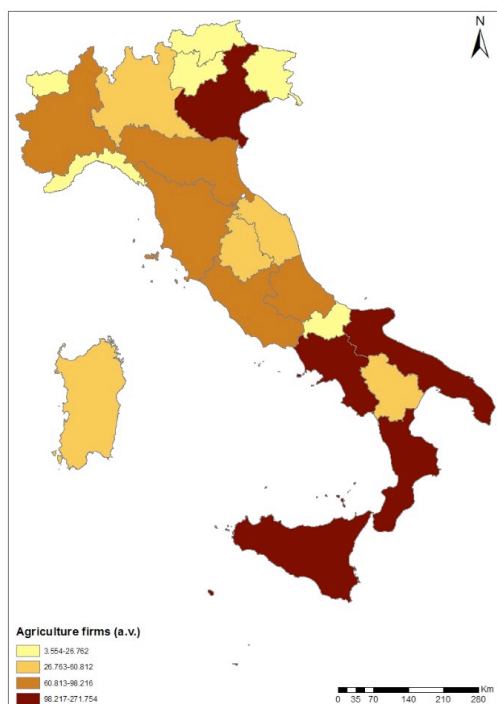


Fig. 14 a Agriculture firms (a.v.)

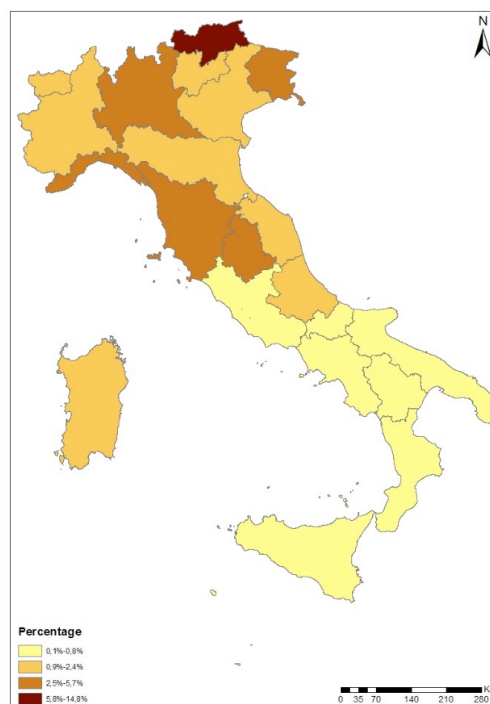


Fig. 14 b Agriturismo on agriculture firms (%)

Source: Self elaboration of ISTAT data, 2013

Comparing this consideration with the ratio between typical products - without considering PAT- and typical agro-food firms has been reported in Figure 15. As first output could be individuated a very differentiated relationship how the Italian system agro-food tourism seems to be characterized by several possible models and by a lot of opportunity to implement local tourism development carrying out by agriculture.

The final question has referred to the relationship between kind of accommodation and rural tourism, specifically referring to typical products. This process could be based on the implementation of respect to some function related to these activities, specially linked the multi-functional farm typology. This strategy is based on organization, management and marketing. In this case, the role of differentiation of productions is based on quality of the service system (traditional and new) and directly linked to the relationship between accommodation and typical productions.

So, the local system based on agro-food tourism has to be put into a new territorial system, very often specific of the traditional way of agricultural activities: social agriculture, social and educational farms, environmental protection and biodiversity. Therefore, this is a new consideration of the rural local system. Some collateral aspects are related to the promotion of the territory. In this case, the typical products becomes one of the services of the same tourism and it could be valorized. Moving from a system based on the decisions of firms and their various forms of association to change traditional purpose of profitable. The system dues to reach the promotion of a product and to share between territorial stakeholders to the purpose of promoting the area through the enhancement of the local production system using the leverage of local

products. In addition, it seems to be consider as territorial competitiveness. The system agriculture-tourism has to be considered in a broadly concept and it generates a formation of a complex of specific local resources that contribute to raising the tourism product quality.

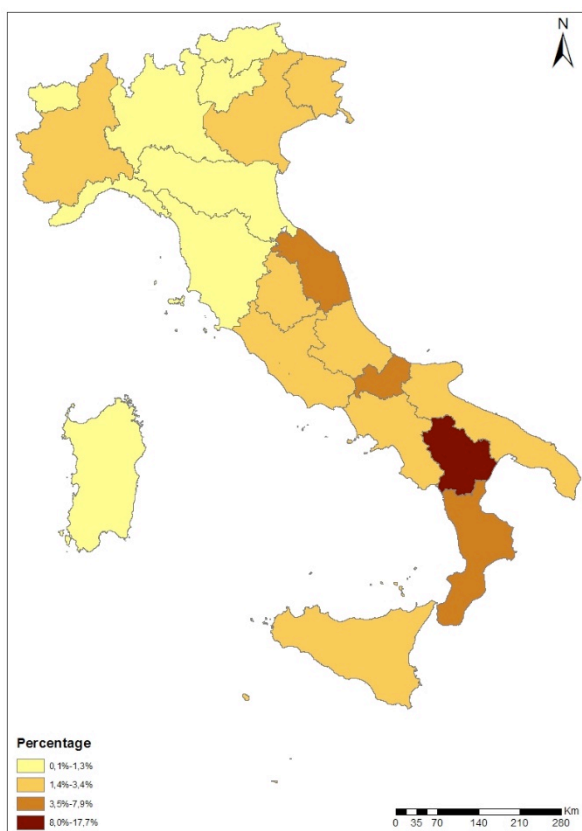


Fig. 15 Typical products on Typical agro-food firms (%)

Source: Self elaboration of ISTAT data, 2013

The problem how to put into the typical product in the tourist services involves two very important themes. The first is related to the legislation, it allows for a further synergy between agricultural, and «non-agriturismo» farm compared to administration of the products. It has been recently happened in Lazio with the former Rule about the agriturismo, when it is possible to agriturismo sells products of the closer firms. The second is about the change point of view: the product is more typical. Not very simply. Surely, the typical product can be enhanced by using tourism and creating a context of territorial promotion and local development. Specifically if we look into the some designation that are more than single products to the specified local area: eg. Parmigiano Reggiano but only, Chianti too. The role of the local community could be strategic, as a linkage between the territorial economic actors (consortiums, associations, other stakeholders). The economic effect, the image and reputation have been improved too. The actors seem to have the main important role to understand the product quality and pursue different objectives. All this leads to the emergence potential conflicts in the way in which the three levers process, product, land area and its strategic use.

These conflicts can lead to hold up the process designation of the geographical indications as a protected or lead to situations of mediation that is not satisfactory; even if not properly posted in a shared vision of the product and the objectives of development. The flexibility of the companies participating in the negotiation process of definition rules and therefore the outcome of the process also depend on the «Degree of Embeddedness» that individual companies show their respect to the Convention quality, and processing costs (psychological, structural, organization, skills, etc.); that they should support in moving from one convention to another. The greater the roots will be the difficulty of mediating between different conventions within the specification. The level also depends on the «internal» competitive situation the production system. In this case, the definition of the rules affected the possible use of instrumental that companies can make the factors to justify choices. For example, the insertion of the obligation to employ certain production techniques that require a high demand coincidence between the remuneration of the product and the reproduction of specific resources. The revenues generated by the exploitation of the typical product could be used for the replacement of specific resources and techniques, with traditional techniques and resources more productive and more «modern» or even for to different uses.

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