

EDITORIAL

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As part of the EXPO 2015 Almatourism, in cooperation with Rossella Belluso (University of Roma “La Sapienza”) and Sara Capacci (University of Bologna), the summer solstice issue offers its support to global events devoted to tourism and its cross-fertilization. Even Expo Milano2015 “Feeding the Planet. Energy for Life” (May 1 - October 31, 2015) is very important global case! The Italian Universal Exhibition can be a great opportunity to reflect even more, and together, on the theme of food in health, local development and tourism, a strategic opportunity to address the question dear all 140 participating countries: world hunger and social and economic inequality. Over and above the National pavilions, you can see nine Clusters of the countries (rice, cocoa and chocolate, coffee, fruits and legumes, spices, cereals and tubers, Bio-Mediterranean islands, sea and food, arid zones). In addition to the exhibitor nations, the Expo also involves international organizations, and expects to welcome over 20 million visitors to its 1.1 million square meters of exhibition area.

The EXPO2015 is emerging a continuous platform for the exchange of ideas and shared solutions on the theme of food, stimulating each country’s creativity and promoting innovation for a sustainable future. We all want to contribute a concrete answer to a vital need: being able to guarantee healthy, safe and sufficient food for everyone, while respecting the Planet and its equilibrium; and the food and water are the every day life!!

Food practices as a whole represent continuity and permanence of daily life, linked to a past of certainties: they give substance to the permanent link between food and life, wherever human beings live and go.

Nowadays, the tendency of consuming standardized and conformed food (which is the same everywhere and timeless) is evident as a global phenomenon. Yet, these patterns are increasingly contrasted by an opposite tendency, which emerges from the shared values of sustainability and territorial culture. This comes from the appreciation of local culinary practices, local products and food traditions, which draws new models of food consumption and food production (often technologically advanced) within the extreme modernity of our contemporary world.

Almatourism with this call proposed different research lines: food as a pull factor for tourism flows; the *food-scapes* and heritage; wine and food tourism and the environment ; *slow-food or junk-food* for today’s tourists?; Italian food and life quality in tourism.

After a careful selection were chosen five articles in particular. The papers selected items have framed the issue in a transscale optical and interdisciplinary, highlighting the importance of geography in the study on wine&food tourism and quality of life.

The first question is devoted to potential synergy among food, tourism and health (Silvana Hrelia), a research field still little cultivated and instead turns out to be central in the new lifestyle tourism. The food is a very important significant aspect of the tourist's experience of a destination. While the term "wine and food tourism" is too often addressed only to the taste of the product, the more aseptic definition of "food tourism" wants to focus the attention also on the health properties of local products in a continuous and lifelong perspective on healthy food. Healthy eating is not about strict nutrition philosophies, staying unrealistically thin, or depriving ourselves of the foods we love, practice uncongenial to vacation time. Rather, it is about feeling great, having more energy, stabilizing our mood, and keeping ourselves as healthy as possible, all of which can be achieved by learning some nutrition basics and using them in a way that works for us. We can expand our range of healthy food choices and learn how to plan ahead to create and maintain a tasty, healthy diet. Not only the psychological, but also the physical benefits of tourism appear to have gained increasing importance and healthy nutrition represents one of the most important determinants. Food tourism can be considered a potential benefit for human health. Understanding tourists' needs and wants in terms of healthy food consumption is of paramount importance to hospitality businesses. Food, tourism and health could really be a possible synergy still in good part to discover; and Italy, tourist brand for excellence, with EXPO2015 is a workshop of more than 300,000 sq km.

Four case studies follow addressing geographical realities such as Italy (Francesco Maria Olivieri and Angelo Girardi), Tuscany (Enrica Lemmi and Monica Siena Tangheroni), Catalonia (Maria del Pilar Leal Londono), and finally the Douro Region (João Rebelo, José Caldas, Alexandre Guedes).

The second paper 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 regional and districts areas. Tourist would like to have a complete experience consumption of a destination, specifically to natural and cultural heritage and genuine food. Thus this contribute addresses the topics connected to the relationship between Italian 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 productions at Italian regional scale. The implication of the work is connected to define 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; finally the potential dynamics with the suitable accommodation typology of agritourist-farm holidays and the typical production system of Italian Regions.

Among the three tourism regions, Tuscany is case very interesting in this food and wine tourism perspective to underline the importance of the experience based tourism with reference to the food and wine tourism. The experience based tourism with its peculiar customization of the supply and the communication especially built for the new technological devices could upgrade the Tuscan tourist features (from cultural and beach tourism to new experiential practices). Just to give some examples, the more current tools include the gamification and the geo-catching as new and amusing outputs that can involve the active tourist in search of new experiences, as well as the Sentiment Analysis as a process able to transform the customer opinions into data useful for a market segmentation and for the implementation of the branding reputation.

In Catalonia the potential of gastronomic tourism reveals a mechanism for local development by examining stakeholders' perceptions and the specific actions being carried out at a range of regional levels. The study reports the findings of a SWOT analysis based on the responses gathered from semi-structured interviews that also reveal the strategies and the roles played by public and private agents. The study provides useful insights for planners and decision makers interested in instigating gastronomic tourism actions not only at the local but also at the regional level.

The Portuguese Demarcated Douro Region (DDR) is a very old "wine district" dating from the eighteenth century, based on *terroir* model and on wine and tourism. Today again the Port wine continues to be the star product of DDR, with almost 90% being exported, but the recent evolution of the DDR wine *filiere* and tourism shows structural changes along the last three decades, with influence in the current socio-economic performance of the region. The tourism in Douro region is deeply connected to the wine *filiere* and tends to be structured under two dominant influences: the river and the *terroir*.