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## Food and wine tourism in Basilicata

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### Abstract

The study attempted to investigate the potential role of labelled food and wine products on the development process of an essentially rural region such as Basilicata. The main objective that raises the research is a mapping of the territories affected by the phenomenon of food and wine tourism in order to define a positioning map built on the comparison of two variables: the food and wine product dimension and the supply of local tourist services dimension, in order to determine districts and related products more suited to express a food and wine tourism product.

It contains important policy guidance for those involved in the agriculture supply chain and tourism in Basilicata.

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*Keywords:* rural development; territorial identity; food and wine tourism in Basilicata; labelled food and wine products

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### 1. Introduction

This study stems from a project conducted jointly with the Region of Basilicata Department of Agriculture, Rural Development and Mountain Economy. Its aim was to investigate the potential role of labelled food and wine products on the development process of an essentially rural region such as Basilicata. More specifically, the first aim of the study was to map the areas of Basilicata affected by the phenomenon of food and wine tourism in order to define a positioning map drawn up by comparing variables such as the level of tourism organisation and agri-food resource quality.

Protecting and developing local products is not simply a matter of supporting a development model that reflects

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the productive spirit of rural areas by making the best of their specific local qualities: it also means promoting the sustainable development of these areas in order to preserve their environmental and landscape qualities.

The development of local products in rural areas should therefore be interpreted as part of a broader local development plan that sets out to bring together the various economic and productive components in order to develop the mutually reinforcing links that underpin district-based economies by guiding the pre-existing web of relationships. One very representative example of the mutually reinforcing links that can be activated on a local basis through systematic development of the rural economy is the relationship of interdependence that grows up in a specific area between local products and tourism.

## 2. The Potential of food and wine tourism in Basilicata

### 2.1. Positioning map of food and wine products in Basilicata

The aim of the positioning map is to compartmentalise, interrelate and compare the data collected in this study with the aim of properly locating products with protected designation labels from the Region of Basilicata and their associated areas of production in the provision of food and wine tourism in Basilicata. In recent years, food and wine tourism has been establishing itself as a steadily-growing form of cultural tourism that aims to preserve and develop products, local areas and local dishes, allowing visitors to rediscover the natural bond that roots a food in its area of origin.

Each of the products analyzed has been located on this positioning map using a two-fold scale of values dictated by the essential components of the food and wine tourism product:

- food and wine product dimension
- supply of local tourist services dimension

Various aspects were considered when analysing the food and wine product: the number of producers registered in the *consorzio di tutela* (protected designation producers' association), the quantity produced, marketing strategies – including traditional channels and online marketing – and promotional strategies as well as the presence or absence of festivals organised in areas of production. The above data were obtained from protected designation producers' association through a questionnaire created for the purpose and analyzing e-commerce sites on the web.

When analysing the supply of tourist services relating to the production area of products with protected designation labels, we considered the following aspects: number of existing beds, number of rural tourism facilities, number of educational farms, number of restaurants, the potential presence of specialized guides and reputation on travel social media. The above data were obtained from various sources, such as the official statistics of tourist promotion regional agency, official statistics from the Region of Basilicata Department of Agriculture, Rural Development and Mountain Economy, data from national specialist guides and travel social media including TripAdvisor.

We also considered any themed itineraries and the level of accessibility of the area from the main capitals of Basilicata's neighbouring regions like Apulia, Campania and Calabria.

For the purposes of our analysis, where each of the production areas covers more than one town or city, we opted to consider the towns and cities with more substantial output and applied the same approach to our analysis of the supply of tourist services.

The following analysis examines the positioning that emerged from this study for each labelled product in order to identify the areas of production that are best placed for establishing a food and wine tourism product.

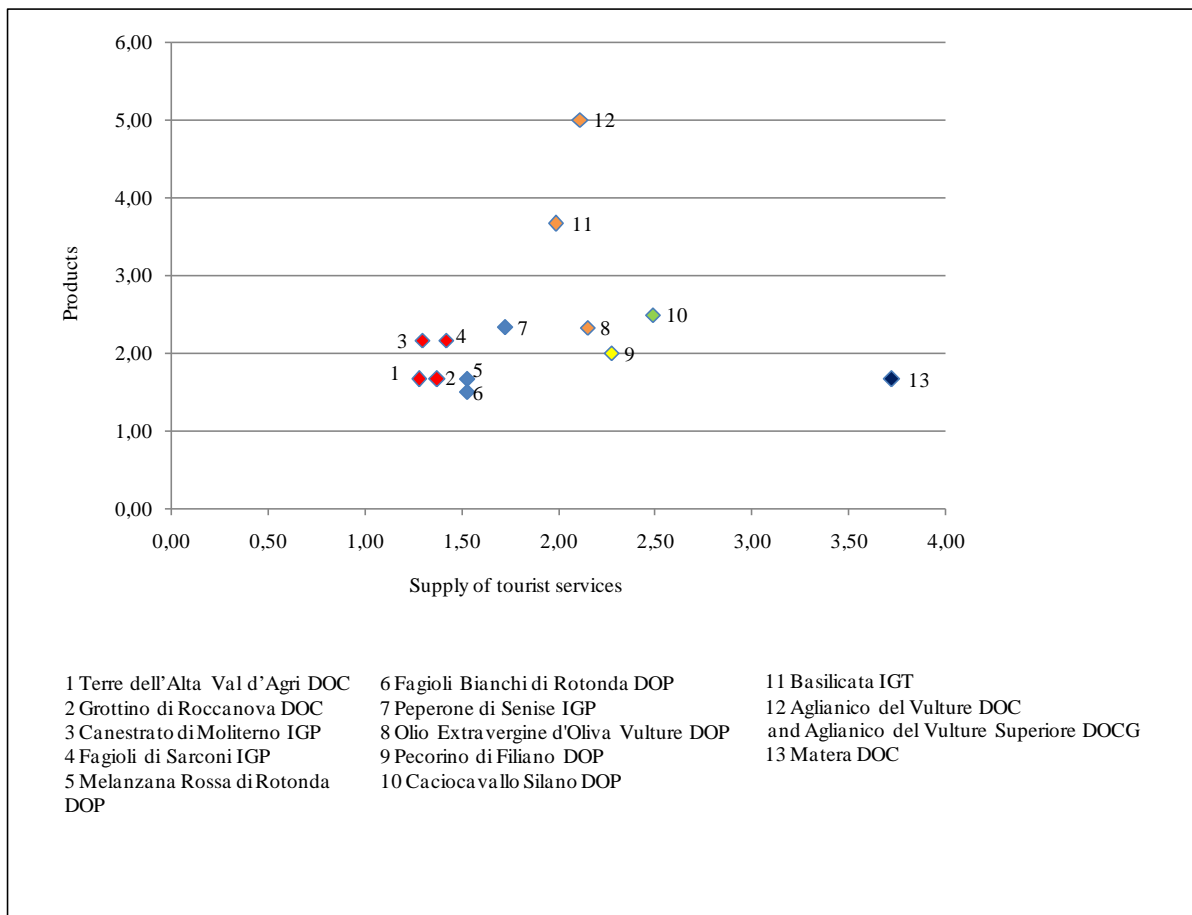


Fig. 1. Positioning map

### 3. Labelled food and wine products

#### 3.1. Terre dell'Alta Val d'Agri DOC [controlled designation of origin - CDO ]

##### 3.1.1. Analysis of positioning

The position of the wine Terre dell'Alta Val D'Agri DOC is poor in terms of the product dimension. It also displays a certain amount of national promotion and marketing, with a consorzio di tutela made up of 15 producers. The presence of online marketing is poor.

Positioning in terms of the supply of tourist services is satisfactory due to the presence of rural tourism facilities and educational farms. One particularly successful factor amongst those analyzed is the perception of restaurants in the area that have been reviewed on TripAdvisor. The nine restaurants reviewed achieved a score of 4.23 points out of five.

In terms of accessibility, the area is accessible by car in two hours only from three of the eight towns and cities we analyzed. It is not possible to reach the area by train.

##### 3.1.2. Improvement Strategies

The positioning of the labelled product could be improved by working on production aspects while at the same time considering joint campaigns with other products with protected geographical designation labels from the area: Fagioli di Sarconi beans, Grotтино di Roccanova wine and Canestrato di Moliterno cheese. These campaigns should

be implemented jointly with other tourism resources in the area, such as the Grumentum archaeological area with its National Archaeology Museum and with mountain districts in the area but above all it is necessary to convey the idea that the products with protected designation labels and their areas of production are part of a more extensive resource in the form of the Appennino Lucano National Park, which could represent an additional quality accreditation for products with protected designation labels.

### 3.2. *Grottino di Roccanova DOC*

#### 3.2.1. Analysis of positioning

The positioning of Grottino di Roccanova DOC wine is poor in terms of product. This positioning is due to the small output when compared with other products from the same commodity category such as Aglianico and Basilicata IGT wines. Marketing takes place at regional level through traditional sales strategies such as retail distribution and direct sale in wineries. It is present on only four of the eleven e-commerce sites analysed with regard to online commercial channels.

With regard to the supply of tourist services, the results for factors considered such as number of beds present, presence of educational farms, rural tourism facilities and restaurants were satisfactory. In terms of accessibility, the area of production can be reached in two hours by car from only four of the eight towns and cities considered while there is no train access at all.

#### 3.2.2. Improvement Strategies

Better positioning could be achieved by working on the aspect of production but integration and cooperation strategies could also be introduced with other local products, such as Canestrato di Moliterno cheese, Terre dell'Alta Val d'Agri wine and Fagioli Sarconi beans in order to use all the products with protected designation labels from this area, some of which enjoy better positioning. In this case too, it is essential to emphasise that the labelled product and the area of production are part of a more extensive tourism resource in the form of the Appennino Lucano National Park.

### 3.3. *Canestrato Di Moliterno IGP [protected geographical indication - PGI]*

#### 3.3.1. Analysis of positioning

The positioning of Canestrato di Moliterno IGP cheese is satisfactory in food and wine product terms. Despite production of only 13,000 kg in 2013, it demonstrates a good promotion strategy at national level due to campaigns by consorzio di tutela members, often implemented in conjunction with the Appennino Lucano National Park authority. Marketing takes place at national level and an e-commerce presence has also been achieved. The product was present in five out of the 11 marketplaces analysed. Local promotion was also an interesting factor due to the presence of the Canestrato di Moliterno festival that has now become established as a long-standing event and celebrated its 33rd edition in 2014. The supply of tourist services has settled at satisfactory levels in terms of presence of educational farms, rural tourism facilities and restaurants. In terms of accessibility, the area can be reached in two hours by car from only two of the eight towns and cities considered while there is no train access at all.

#### 3.3.2. Improvement Strategies

Better positioning could be achieved by working on aspects of production together with joint campaigns with other local products such as Grottino di Roccanova, Terre dell'Alta Val d'Agri wine and Fagioli Sarconi beans. In this case too, it would be worthwhile to apply the strategy of operating within a more extensive tourism resource in the form of the Appennino Lucano National Park.

### 3.4. Fagioli di Sarconi IGP

#### 3.4.1. Analysis of positioning

The positioning of *Fagiolo di Sarconi IGP* beans is satisfactory at food and wine product level despite an output of only 12,300 kg in 2013. The promotion strategy for the product was good at regional and national level. Marketing was particularly interesting, mainly due to the product's online presence. It was present in five out of the 11 marketplaces analysed. Local promotion was also good due to the presence of a festival that is one of the traditional events of the year in Basilicata and celebrated its 33rd edition in 2014.

The supply of tourist services has settled at satisfactory levels in terms of presence of educational farms, rural tourism facilities and restaurants. In terms of accessibility, the area can be reached in two hours by car from only two of the eight towns and cities considered while there is no train access at all.

#### 3.4.2. Improvement Strategies

Better positioning could be achieved by working on aspects of production but as with other products in the area, cooperative ventures should be implemented with other certified brands from the area such as Grottino di Roccanova, Terre dell'Alta Val d'Agri wine and Canestrato di Moliterno cheese. A strategy of cooperation with the Appennino Lucano National Park authority is also essential in this case.

### 3.5. Melanzana Rossa Di Rotonda DOP [protected designation of origin - PDO]

#### 3.5.1. Analysis of positioning

The positioning of the *Melanzana Rossa di Rotonda DOP* red aubergine is poor with regard to the culinary product. The output, which amounted to 49,300 in 2013, was marketed at national level through traditional channels while the use of online marketing was negligible. With regards to local promotion, the product has its own festival, "Il Bianco e la Rossa", in conjunction with another labelled product from the area, in other words the *Fagiolo Bianco di Rotonda DOP* bean.

Positioning of the supply of tourist services is satisfactory in terms of number of beds in general and more specifically in terms of rural tourism facilities and educational farms. No fewer than 11 restaurants are reviewed on TripAdvisor and achieve an average score of 4.23/5. It is notable that four restaurants are mentioned in specialist guides. In terms of accessibility, the area can be reached in two hours by car from only three of the towns and cities we considered. There is no train link whatsoever.

#### 3.5.2. Improvement Strategies

Production reinforcement strategies should be implemented as well as actions aiming to bring together existing tourism resources, good-quality restaurants, rural tourism facilities and educational farms, placing greater emphasis on the natural resources since the area of production falls within the Pollino National Park. It would also be desirable to implement this strategy together with the other products with protected designation labels present in the area such as the Fagioli Bianchi and Peperoni di Senise.

### 3.6. Fagioli Bianchi Di Rotonda DOP

#### 3.6.1. Analysis of positioning

The positioning of *Fagiolo Bianco di Rotonda DOP* beans is poor as far as the culinary product is concerned. The production is marketed nationally through traditional channels while the use of on-line marketing is still negligible. In terms of local promotion, the bean has its own festival in conjunction with the Melanzana Rossa aubergine.

The positioning of the tourist supply is satisfactory based on the factors analysed, namely the number of hotel beds, non-hotel beds such as rural tourism facilities and the presence of other resources such as educational farms. An impressive 11 restaurants are reviewed on TripAdvisor and achieve an average score of 4.23 out of 5. Four

restaurants are mentioned in specialist guides. In terms of accessibility, the area can be reached in two hours by car from only three of the towns and cities we considered. There is no train link whatsoever.

### 3.6.2. Improvement Strategies

Production reinforcement strategies should be implemented as well as actions aiming to organise existing tourism resources, good-quality restaurants, rural tourism facilities and educational farms, placing greater emphasis on the natural resource aspect. These actions should be implemented together with those for other products present in the area such as the Melanzana Rossa di Rotonda aubergine and Peperoni di Senise peppers.

## 3.7. *Peperone Di Senise IGP*

### 3.7.1. Analysis of positioning

The positioning of *Peperone di Senise IGP* peppers is satisfactory in terms of product as well as the supply of tourist services in the area of production. Despite the low output, this positioning is due to the promotion and marketing that takes place at national level and above all to the use of online marketing. The labelled product is indeed present on six out of the 11 e-commerce sites that we analysed. The product is promoted locally by means of its own "*U Strittul Ru Zafaran*" Festival, which has now reached its 12th edition. Positioning in terms of supply of tourist services is due to the presence of nine rural tourism facilities and seven educational farms as well as one restaurant mentioned in specialist guides. As far as accessibility is concerned, the area can be reached in two hours by car from four of the eight towns and cities considered while there is no train access at all.

### 3.7.2. Improvement Strategies

Production reinforcement strategies should be implemented as well as actions aiming to exploit the product potential of existing tourism resources, good-quality restaurants, rural tourism facilities and educational farms, again stressing the natural resource aspect due to the presence of the Pollino National Park. It would also be desirable in this case to implement this strategy together with the other products with protected designation labels present in the area such as the Fagioli Bianchi beans and Melanzana Rossa di Rotonda aubergine.

## 3.8. *Olio Vulture DOP*

### 3.8.1. Analysis of positioning

The positioning of *Olio Extravergine d'Oliva Vulture DOP* is satisfactory in terms of product and very satisfactory in terms of tourism supply. The number of members of the *consorzio di tutela* is impressive, with no fewer than 20 producers who have implemented international promotion and marketing campaigns through conventional channels such as export agents. The use of the e-commerce channels should be improved. As stated previously, the positioning of the area in terms of the supply of tourist services is very satisfactory, particularly due to the presence of restaurants and educational farms and due to the reputation of the 12 restaurants present on TripAdvisor, which achieved an average score of 4.2. The area is easily accessible by car – it can be reached in two hours from the reference locations that we analysed – and also by train.

### 3.8.2. Improvement Strategies

The actions to be implemented are concerned with improving production with regard to the products. For the purposes of achieving a dedicated tourism product, on the other hand, the existing resources must be organised, above all with a view to a joint campaign with the Vulture area wine product, which performed best of all in our analysis.

### 3.9. Pecorino Di Filiano DOP

#### 3.9.1. Analysis of positioning

The positioning of *Pecorino di Filiano DOP* cheese is on the borderline between satisfactory and poor in product terms. Even though product promotion and marketing campaigns are conducted at national level, including some use of the e-commerce channel, it is present on only four of the 11 channels analysed. The labelled product is also promoted locally by organising a dedicated festival, which reached its 42nd edition in 2014. The number of *consorzio di tutela* members amounts to 15 producers. Positioning in terms of supply of tourist services in the area of production is broadly sufficient due to the presence of no fewer than 13 educational farms, a restaurant mentioned in specialist guides and easy access to the area by car and train.

#### 3.9.2. Improvement Strategies

Actions to be implemented are related to improving production in terms of the product. In order to create a food and wine product for the purposes of tourism, existing resources such as the educational farms, the restaurant mentioned in the guides and the *consorzio di tutela* must be organised, partly with a view to a desirable joint campaign with products with protected designation labels from the geographically adjacent Vulture area, which enjoys the best positioning of all in our analysis.

### 3.10. Caciocavallo Silano DOP

#### 3.10.1. Analysis of positioning

*Caciocavallo Silano DOP* cheese emerged from our study as a labelled product with satisfactory positioning due to production levels and the fact that the *consorzio di tutela* includes 19 members. Local coverage is excellent and promotion is good even at national level.

The related supply of tourist services shows very satisfactory positioning in terms of number of beds, presence of restaurants in guides, presence of educational farms (13) and accessibility of the production catchment area, which is easily accessible by car and train from the nearby regional capitals that we considered.

#### 3.10.2. Improvement Strategies

The product is not yet present in a satisfactory manner: opportunities are not yet sufficiently integrated and organised to amount to a reason for food and wine tourists to travel to the area but caciocavallo cheese could become an attractive food and wine resource if a strategy were to be implemented in this direction, provided it is integrated with and reinforced by other regional products with protected designation labels.

### 3.11. Basilicata IGT

#### 3.11.1. Analysis of positioning

The positioning in the grid of Basilicata IGT wine is very satisfactory with regard to the product. The statistics are excellent in terms of brand production quantities and distribution. It is divided into six types: red, white, rosé, sparkling, new vintage (*novello*) and sweet. In 2010, the wine was produced by 68 wineries with 178 labels and more than 2 million bottles produced per year. Since it obtained its designation labelling in 1995, it has represented an important wine product within Basilicata. One negative aspect that should be stressed is the complete absence of a *consorzio di tutela*.

From the viewpoint of supply of tourist services, the positioning of Basilicata IGT is satisfactory, with characteristics similar to those of Aglianico del Vulture DOC (we considered the towns with highest outputs in terms of bottles according to the ALSIA 2011 wine registry. If we exclude Noepoli, these towns are the same as the towns producing Aglianico wine, in other words Venosa and Rionero).

#### 3.11.2. Improvement Strategies

Establishment of a *consorzio di tutela*, the organisation of a structured food and wine supply that brings together services present in the area and alignment with actions associated with the Aglianico DOC product, Olio

Extravergine d'Oliva Vulture DOP extra virgin olive oil and potential strategies that could give the local food and wine great appeal in order to boost demand.

### 3.12. Aglianico del Vulture DOC and Aglianico Del Vulture Superiore DOCG [controlled and guaranteed designation of origin - CGDO]

#### 3.12.1. Analysis of positioning

Aglianico del Vulture *DOC* and Aglianico del Vulture Superiore *DOCG* wines are the highlight of the array of food and wine on offer in Basilicata and occupy the topmost position in our grid in terms of food and wine produce. It is the product with the best distribution on both a national and international scale and it shows a particularly strong presence on the e-commerce channel, with a presence on nine out of the 11 websites analysed. The number of producers in the association is 70, which is the best result in the region. Locally, the *Aglianica Wine Festival* is one of the most important regional events in the Basilicata food and wine world.

From the viewpoint of supply of tourist services, its positioning is satisfactory in terms of accommodation but above all with regard to the presence of restaurants and educational farms (12) – one of the highest numbers in the region – and for the reputation of the 23 restaurants reviewed on TripAdvisor, which gained an average score of 3.9. Access is also good, meaning the area is easily reachable by train and can also be reached in two hours by car from the neighbouring regional capitals.

#### 3.12.2. Improvement Strategies

A strategy that aims to integrate the renown of the product with the tourism services present locally would make the Aglianico wine production area the main attraction of food and wine tourism in Basilicata. Joint campaigns could also be conducted with other local products such as *Basilicata IGT* wine and *Olio Extravergine del Vulture DOP* extra virgin olive oil as well as with other products with protected designation labels from adjacent areas such as *Pecorino di Filiano DOP* cheese.

### 3.13. Matera DOC

#### 3.12.1. Analysis of positioning

Matera *DOC* wine emerges from our study as an iconic product. It is the only labelled product whose area of production shows top positioning with regard to local supply of tourist services, chiefly driven by Matera. This is the area with the highest number of beds, restaurants and educational farms out of all the various areas of production included in this study. Twenty-five restaurants are mentioned in guides and 120 are reviewed on TripAdvisor, with an average score of 3.8. Positioning was, however, found to be unsatisfactory for the product in itself. For example, marketing takes place only at regional level and the presence of online marketing is negligible. The number of producers in the *consorzio di tutela* is only nine and wine production is limited when compared with products from similar commodity categories such as Basilicata IGT and Aglianico DOC.

#### 3.12.2. Improvement Strategies

To give food and wine tourists a reason to visit the province of Matera, action would have to be taken on the production of *Matera DOC*, the number of *consorzio di tutela* members would have to be increased and the wine product would have to be given a local positioning. Due to Matera's pulling power in terms of tourism image, this would certainly help the Matera DOC product.

## 4. Conclusions

Basilicata offers no fewer than 14 food and wine products with geographical designations. Within the region, potential food and wine tourism products are distributed patchily between the different geographical areas and also



display dissimilar features which mean that they have different impacts in terms of their pulling power to turn their areas of production into food and wine destinations when considered in conjunction with the supply of tourist services in the area of production. According to our current analysis, in most cases, if we exclude the case of Vulture, products with a geographical designation could be considered an attraction that is accessory to other ones. In other words, the food and wine attraction does not represent the main driver able to justify a trip to the production areas. One case in point is that of Matera DOC, which does not currently constitute a reason to travel to the province of Matera, its area of production, since to date this area is characterised by a supply of tourist services focusing on stronger, different attractions, basically due to the presence of the city of Matera, as we saw in our analysis. We suggest that the Matera DOC wine product should be rooted in the cultural image of Matera.

As already mentioned, Vulture is the geographical area of Basilicata that has succeeded in making food and wine a central resource in its supply of tourist services, since areas that already offer an established culinary product are better placed with a view to strategies aimed at establishing a food and wine tourism product (Aglianico del Vulture DOC wine occupies a higher position than any other products on the positioning map). In addition to this product the Vulture area can also count on other products with protected designation labels such as Basilicata IGT and Olio Extravergine d'Oliva Vulture DOP extra virgin olive oil, which may be considered accessory to the leading product but also important in creating a food and wine tourism product.

To conclude, the actions that should be taken in this area include the identification, organisation and management of the array of existing resources, first and foremost products with protected designation labels, production facilities, hotels and restaurants, accommodation facilities and educational farms and so on, with the aim of building an organised food and wine supply in order to offer a product that is attractive to the market.

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