

**WINE TOURISM ROUTE AS A FACTOR OF REGIONAL ENHANCEMENT
AND DEVELOPMENT: THE CASE OF SICILY WINE REGION**

While the paper is the result of common reflections, Enrico Nicosia wrote Introduction, Wine tourism routes as a tool for sustainable development, Segmentation of wine tourist and Wine tourism and typical products between globalization and local roots; Carmelo Maria Porto wrote The culture of hospitality and the role of sicilian wine tourism routes and Conclusions. Language-editing was done by Thomas J. Puleo, Assistant Professor and Honors Faculty School of Politics and Global Studies, Arizona State University.

A tourism route encompasses an experience of the discovery and knowledge of the identity of places, of lifestyles, of landscapes, of the past and present, and of future prospects. Wine and food, land use and sustainability, are the characterizing elements through which food and wine tourism, and its implications for the economic development of the Mediterranean, especially Sicily, emerges. Such an route provides tourists with an overview of a region and its cultural values. A rigorous analysis of the phenomenon, embraces an approach that is based upon the quality of supply, upon local knowledge of authentic products and cultures, and upon the involvement of all actors upon whom depend the success or lack of success of a process for developing sustainable and competitive wine and gastronomy tourism. Denominations of origin for the protection of typical local products, wine roads and gustatory paths that are capable of revealing the values of an area, and therefore of putting them in the framework of rural tourism, new communication technologies and new industrial associations are all tools to be used with the scope of transforming the productive culture of places and culinary traditions into tourist products that are capable of constructing a territorial brand, to win an economic and cultural gamble that is of extraordinary importance for an island like Sicily which sees in tourism a strategic sector that can trigger mechanisms for enduring and sustainable development.

Key words: wine tourism route, Sicily, sustainable development .

1. Introduction. Wine tourism is now considered an important segment of the tourism market, which is closely linked to the territory and the local community (Carlsen, Charters, 2006) and “it is only in recent years that wine tourism has become an important component of rural development and regional promotion” (Hall, Mitchell, 2002, p. 69).

Wine tourism has been defined as the visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors. Peters (1997) also links the concept of wine tourism to the land and suggests that when viticulture is successful, it transforms the local landscape into a combination of agriculture, industry and tourism. Peters refers to wine regions as «winescapes.» Hall (2002) argues that wine, food and tourism industries rely on regional branding for market leverage and promotion and thus the appellation, or the regional «brands» become an important source of

differentiation and value added for rural regions (Macionis, 1996; Peters, 1997; King, 2000; Hall, 2002). Getz and Brown (2006) consider wine tourism simultaneously, as a form of consumer behaviour, a strategy by which destinations achieve local development and market local wines, and a marketing opportunity for wineries to sell their products directly to consumers.

According to Shor and Mansfeld (2009), wine tourism is a type of special interest tourism conducted in wine districts where vineyards and wineries abound. Tomljenović (2009) points out – in the context of wine tourism development in the Mediterranean – that wine tourism is one of the more lucrative products and of extreme importance for many of the Mediterranean destinations (Getz, Brown, 2006; Shor, Mansfeld, 2009; Tomljenović, 2009).

Fundamental for wine tourism is the desire to know, the “curiosity” of the tourists who are increasingly motivated by the quest for cultural identity, understood as a set of established values in time and place, a community united by habits which radiates a sense of belonging Charters, Ali-Knight (2002).

The culture of the place where the sphere best express the local identity, with its history and resources, with its distinctive features, is what may enable the development, maturation and evolution of a community. Cultural values, aesthetics, and imagination are important to quality of life and should be given priority in order to prevent the loss of local identity and preserve the spirit, the *genius loci*, to protect and promote local traditions. These values should be considered real goods either from the standpoint of maintaining them (defense, protection, conservation) and by action that they, with their meanings, their vision, their presence, have for the promotion of the site (Nicosia, Porto, 2011). Wine tourism, which continues to show positive trends, offers many advantages and opportunities, as it is a useful tool to raise the level of not only cultural but also economic and social communities for both local and visitors, and also may develop in any part of the territory, affecting all age groups, and is not tied to the seasons.

Many people may argue that Champagne and Port or wine routes in France, and Australia have come before our country in the race to attract tourists-consumers, as well as hot air balloons in the Napa Valley, leading areas of California in the U.S. for the production of wine, were invented many years before the events made in Italy to attract interest in their products (Charters, 2010). All true, but the wine tourism in Italy is now a very important economic reality: the number of visitors that moves the Wine day is really impressive, in continuous growth (Gade, 2004; Paolini, 2009, pp. 239-240).

To foster a better understanding, local cultural heritage is an increasingly-used tool on route that is a central element for tourism development and its planning. The development of a tourism route as an instrument for the long-term, aims to enhance information resources with a common denominator and belonging to areas not too far apart geographically (Cooper et alii, 1993). It can grow fast but intuition must be built up carefully over the medium term. Its design is complex and arises from a network of relationships and contacts

between individual local government (municipal and provincial) to achieve regional and supranational scale, while taking into account the needs and proposals from the private sector. The constitution of a group of experts in the promotion of the territory and in the preparation of different paths is desirable also. In particular, attention to the role played by the Sicilian territory with regard to food supply and the presence of resources related to the rural environment (historical, architectural, natural) as elements of tourist attraction, and conversely, its effects on farming and rural tourism, seems meritable. The symbolic value and cultural importance of food is not a new phenomenon; in fact, even in distant epochs, eating habits and behaviour have always played a central role in defining social and individual identity, so a site may become a tourist resort in what is called cultural tourism, addressed to appropriate the essence of a place and community that resides there, with its customs, its traditions and its history.

2. *Wine tourism routes as a tool for sustainable development.* The tourist route is a tool which is geared towards recent strategies of tourism competitiveness. It is understood as a path of travel, is a central element for tourism development of an area and its territorial development. Raffestin (1984) defined the tourist route, an experience of discovery and knowledge of the identity of places, its *genres de vie*, its landscapes, and its past, present, and future prospects.

In addition, an itinerary includes a number of components proved and probable, as the spatial, temporal and economic management, as well as those characterized by a strong subjectivity. Plan a route is thus a complex decision-making process that may be based upon application tools that can be used in an integrated manner. Resources and local traditions such as crafts, food, religious feasts, festivals, wines, typical of a territory, are a function of tourist attraction that can be considered microregional. Hence the reason to create a path, or route, a perceptual map of the visitor becomes a unique resource from the strong appeal.

Over the past decades the technological development has contributed to the development of a methodology for designing itineraries adding to traditional application tools computer systems that are able to collect, organize and process information in an automated way.

Among the tools most commonly used and developed are the GIS (Geographical Information System), even if they are used simpler systems such as computer packages identification of road routes, which have a lower cost and are directly available online (eg. Google map).

It's possible to distinguish the tourist routes, in monothematic and multi thematic depending on the type, duration and meet the needs of users.

Wine routes have become important tourism products worldwide, as well as acting as a tourism promotional tool (Getz, 2000; Williams, 2001; Hashimoto, Telfer, 2003). In general, a wine route consists of one or more designated itineraries through the wine region. The route provides information on sites of

natural and cultural interest. Additionally, pictographic road signs are created using a common logo to guide travellers, and these should both be readily visible and easily read (Frochot, 2000; Getz, 2000). The route must be integrated into any national and regional framework, and must have easy vehicular access and navigation, as well as the ability to cope with the numbers of vehicle and visitors using it (Getz, 2000).

The wine routes can be a powerful instrument for developing long-term relationships with customers by utilizing customer databases. In addition, wine routes may create new jobs and generate commercial investment, at the same time as increasing wineries' sales and the prestige and image of the region's wine (Cambourne et al., 2000).

In Americas, in the Niagara Region is not only home to Niagara Falls but also home to an emerging wine route with more than 50 wineries. The Niagara wine route has two distinct clusters. The wineries in the east are in the tourist town of Niagara-on-the-Lake, which receives many international visitors while the wineries in the west are not typically on a tourist route and receive more domestic tourists (Hashimoto, Telfer, 2003).

In Europe (*"With almost half of the world's total vine-growing area and 60 percent of wine production, the European Union (EU) is the world leader in wine production. Of that, 80% of wine production comes from the Mediterranean countries – France, Italy and Spain (Baldi, 2011). These countries are, at the same time, among first five destinations of the world in terms of tourist arrivals (UN-WTO 2012). Other countries of northern Mediterranean, such as Portugal and Greece are also established wine producers, while Slovenia, Croatia, Montenegro and Turkey are also emerging wine producers. They are all well established tourist destinations"* (Tomljenović, 2012, p. 9)), there are several examples of wine tourism routes among which we can highlight the Vias Verdes in Spain, which are greenway arising from the conversion of old disused railway lines in bicycle and hiking trails, the Vienna-Prague greenway that is nothing more than a network hundreds of miles of trails, rural roads, including the roads of wine, combining the two historical capital and finally le tour de Bourgogne à vélo (Croce, Perri, 2010, pp. 22-23).

«In Portugal, several wine routes were developed based on an independent structure, for example that under the aegis of the Port Wine Route Members Association. Other wine routes decided to become integrated into an existing institution, for example the Bairrada Wine Route is managed by the Bairrada Wine Commission, the local Wine Tourism in Portugal 243 wine producers' organization» (Correia, Passos Ascensão, 2006, pp. 243-244).

In Italy, however, the examples of routes built on the relation wine – land to be mentioned are those of Chianti, Brunello, Valpolicella, Montefeltro, Appennino Romagnolo, Ragusa or Val Camonica etc., all places that have a pattern of ideological history, nature and tradition, which has the power to reshape the needs of culture and nature (Mc Cannell, 1992, p.1).

«In Italy, the wine tourism business generated a total turnover of 2.5 billion Euros in 2007 (Somoza, 2007) representing half of the total turnover

from food and wine tourism. Furthermore, 50 million tourists (30 million Italian and 20 million foreign tourists) have visited, at least once a year, a site enjoying its food or wines» (Cavicchi et al., 2012, p. 148). Also Osservatorio Turismo del Vino has made a census of wine routes in Italy (*“Italy offers 357 quality wines produced in designated regions, 120 wines with a typical geographical indication, as well as 183 protected designations of origin (PDO) and protected geographical indications (PGI) for food products”* (Cavicchi et al., 2012, p. 150)) in 2010 and detected 154 routes, 12 in Sicily, and 569 wine cities and other eco-gastronomic organisations proactively involved in promoting wine and food tourism.

Food and wine, land and sustainability, are the characterizing elements within which move food and wine tourism and its implications for economic development in the Mediterranean, especially Sicily.

Sicily is an integral part of the Mediterranean geographical and cultural area with a long and rich viticultural tradition as well as well-developed tourism attractions.

A «gourmet trail» would allow the tourist to receive an overview of the region and its cultural values. So this means of promotion and enhancement area can be defined as a process of knowledge prepared for the tourist and driven not only by professional competence but also by interest in the sites by the tour operator (Pollice, Rinaldi, 2002). The identity of places is understood not so passive and static, but as a continuous recreation of the *genius loci* of the community. This implies a territorial development approach in which the property is valued, considered both in the sense attributed by UNESCO of exceptional value to humanity and as an historical persistence that has governed the decisions of the community at critical times in its history. From this perspective, a knowledge process founded this way, especially in the landscape, reveals the specific abilities of a population and the scientific and technical skills they used. The rigorous analysis of positive phenomena, in view of the full development of a remarkable heritage of the typicality and diversity of wine, food, and environment in the broadest sense, embraces an approach based on their qualities and on an awareness by those who look for authentic products and cultures. The success or failure of the development of sustainable and competitive gourmet tourism depends upon involvement of all actors. Designations of origin for the protection of local products, wine routes and pathways of taste capable of revealing the values of an area and thereby placed in rural tourism, events and specialized publishing products, new technology communities, and associations and movements in the sector, are all tools used in order to transform the culture of production sites and gastronomic traditions into tourism products can be the brand of the territories, to seize an opportunity for extraordinary economic and cultural importance for an island like Sicily, which sees tourism as a strategic sector that can trigger mechanisms for sustainable development (Nicosia, Porto, 2011).

3. *Segmentation of Wine tourist.* The traditional approach has been identify wine tourists by their activities (e.g., visiting wineries and farms, restaurants, food festivals, shopping for food), then segmenting them on the basis of

individual characteristics (lifestyle, attitudes, demographics, etc.) (Antonioli Corigliano, Viganò, 2004).

Croce and Perri (2010) segmented the wine tourist into three clusters. “They suggest one of the clusters is the ‘expert’ and they provide several examples of this profile although it is unclear whether these classifications were arrived at by empirical work. Several of these categories are interesting, for example ‘(food)specialists’, ‘connoisseurs’, ‘(food)technicians’ and ‘aware consumers’ (Getz-Robinson, 2012, p.71).

Alternatively, Colombini (2007) and Croce and Perri (2008) propose to define target of wine tourist belonging to a social and economic level medium-high that is identified in a consumer-connoisseur-quality products and excellent user interested in a natural and cultural heritage of the area visited. But the market of wine tourists is divided into: ‘by chance wine tourists’, 35-45s attracted to themes and ancillary services to the wine and make short visits and group; ‘wine tourists’, which are prepared on the subject, have a good spending, to visit the cellars and maintain average visit duration preferably alone; ‘opinion leaders’ with high spending power, are competent, very sensitive to innovative products and make individual visits and long-lasting; ‘talent scout’, who are always looking for new and excellent wines, discover new destinations wine tourism playing a key role in a production area. We can also add wine tourists who travel by bus organized and usually are not very competent in the field and make quick visits and wine lovers who carry out in-depth visits with expert guides and professional tastings (Colombini, 2007; Croce, Perri, 2008).

4. *Wine tourism and typical products between globalization and local roots* – «Food and beverages constitute essential aspects of material and cultural life in human societies. Their present geographical distribution is a good illustration of these contradictory tendencies. [...] However, even in ancient times, certain foods and drink have been diffused first on a continental and then intercontinental scale. These phenomena generally occurred slowly, with a few rare exceptions. Then the acceleration of globalisation occurred, from which a large part of humanity is presently benefiting, willingly or by force, with pleasure or reluctance» (Pitte, 2002, p. 11). Hall and Mitchell defined wine and food as «expressive of a regional culture as well as a regional environment. Such a relationship is extremely significant for tourism because of the possibilities of utilising wine and associated vineyard landscape as a means of establishing strong regional identity in the tourism marketplace» (2002, p. 72).

Typical products, especially food, have an important economic and social value that has always differentiated the various geographical regions. The modes of distribution, preparation and use of products not only depend upon geographical factors, they also form part of a set of rules, habits and customs which, while conditioned by the natural environment, pass through a complex web of requirements, preferences and excesses, imbuing cultural and symbolic meanings of man’s relationship with the territory of belonging. It is a link distant in time, born when a community of men has been able to create, store and pass

on procedures to improve the use of raw materials, which could be wild fruits, hunted prey or a product of sheep-breeding. Therefore, the gastronomic traditions and typical products of a territory are the result of a long work experience, attempts, inventions, experiments, successes and failures, assimilation and adaptation of new and unknown elements and methods. In all this, the local cuisine, bound to territory, its traditions, its typical products, expresses very deep those ties that unite every individual to his environment. It is also an instrument of socialization, sharing the same food brings people into a community, making them members of the same culture, connects (Claval, 2002). The traditional foods, today, become the emblem of a community, where there emerges a relentless process of approval. It was the famous anthropologist Claude Levi-Strauss who noted that eating habits are the strongest part of a culture. The communities hit by the process of mass homogenization lose more easily their linguistic codes than their food ways. It is through these that even after generations and profound transformations individuals identify and recognize all this can happen only if there is a precise and strong cultural identity and as in any culture, even in the gastronomic field. Given changing lifestyles and customs and the globalization of markets, the diffusion of modern production systems, and the processing and marketing of foods, along with considerable benefits, food traditions are changing (Featherstone, 1991).

Culinary uses are closely related to economic and social situations, are marked by change, and are involved in the general process of globalization. A process that in food was also determined by the spread of fast food chains, Coca Cola, and the cuisines of various ethnicities. Greenhouses, forced crops, hydroponics, imports, frozen goods, vacuum packaging and so forth have caused people to forget seasonal and local tastes, and the freezer and the microwave have changed our relationship with food, with time and with the seasons (Pitte, 2002).

Moreover, a significant contribution to changes in the habits of individuals is attributable to developments in urban life. The various changes in urban sociality and spatiality, as the lengthening of the commutes from home to work and the resulting time spent in them, the increasing involvement of women in activities outside the home, the short week, and the growing demand for recreation, have forced individuals to revolutionize the distribution of time between the various activities of daily life. This revolution in the organization of the workday has certainly levied penalties by minimizing the time for lunch and contributing to changing traditional eating habits. In reaction to these changes, people have generally recognized of the value of their identity as reflected in the protection of the “taste of place” and the pleasure of food. Responsible pleasure is based on research and the protection of tradition, quality and diversity, without losing sight of the complexity of the world (Petrini, 2001). A request for localism must be seen as personal and group identification and, therefore, as an irreplaceable element of psychological security.

The process of globalization, despite the tensions produced and the enhancement of localism, is unstoppable and visible in so many manifestations of modern life. Thus, old and new, local and global, in a strange combination, have created the word «glocalism».

Within this new perspective emerges a gastronomic meaning that is not only social, but also ethical and political. The objective of sustainability is to know the world we live in, to promote a new agriculture that is fair and inclusive. Typical products add economic value to the area by attracting new entrepreneurship and tourism. New kinds of tourists have emerged, for example, the «foodtrotter» who visits the agricultural, environmental, and architectural heritages of a place (Paolini, 2000, pp.12-13).

5. *The culture of hospitality and the role of Sicilian wine tourism routes.* The growing interest in farm and rural tourism, the *Strade del Vino e Olio* (wine and oil routes), the many festivals and celebrations, and the routes of flavours, testifies to the emergence of the need of the “naturalness” of the search of the flavour of the place and tradition (Antonioli Corigliano, 1999).

In this context, particular importance is the role of wine, a typical product par excellence of Sicily, an island that due to its geographical position, the nature of its soil, and especially its particularly benevolent climate, has always been one of the Italian regions that has produced much wine. Unfortunately, for a long time, the vineyards in Sicily have produced only limited quantities. Today, thanks to a greater development of processing techniques and greater legislative protection (in addition to more investment), production is reaching the optimal levels, as confirmed by the increasing demand for wines «Made in Sicily».

«The mediation of wine between the island and the world of the diehard fans is tended to not only by so-called gourmets. who will find here some ideas and reasons to expand their horizons, but also by the reportage of writers and journalists who regularly enter wines into the annals of civilized life and important daily news» (Cusimano, 2000, 2003; Ferruzza, 2005).

Furthermore, to become the subject of poetry, as with other typical products, is the result of an old romantic tradition, which saw Sicily become the subject of the writings of many authors of European literature, including noted names such as Goethe and Stendhal.

Wanting also to attribute this phenomenon to a classic of the geography of tourism, we could readjust the Plog model (1974), which as you know is built by identifying the type of tourist. In our case we can imagine four types of wine lovers who, as in the original model, are distributed along a Bell curve and through their positioning along the curve reflect the degree of maturity of a wine region or destination. More precisely, we split wine tourists into the following categories:

- fringe: the traditional sites are the key destinations of their journey and they seek the convenience of their mission; they do not have free time at their disposal and so will want to move quickly and easily;

- polytheists are becoming more numerous and have very different tastes; the common feature of their mode of travel is the relentless focus on opportunities and proposals of low cost;
- tributaries are constantly looking for products, services and places of excellence in order to meet the interests and expectations of higher quality, supported by a more substantial economic capacity;
- exclusivist: small groups of luxury consumers who choose routes for the best and most fashionable and trendy locations with paid attendance and premium costs.

While the first and last category are on the extremes of the curve, indicating destinations in the first case and youths and young couples in the second case, the two central categories represent a reality still expanding where it can be more profitable to invest.

Already the post-war combination of wine-tourism has been the subject of attention in designing Sicilian tourist offers but it was still searching for solutions and proposals that are proportionate to the value that the island is able of manifesting in the wine sector. In addition to the wealth of variety that it is able to offer, are the structures and production environments that affect the most demanding visitors.

Although this is still a tourism niche, there are more and more tourists who want to know the culture of the region through the techniques of production, from raw material to finished product, taste the products locally, buying souvenirs to consume at home or give to relatives and friends (Di Meo, Ogrizek, 2002).

The vineyards of the gardens and groves, the characteristic surroundings, the restored castle, and the farm with its typical dishes that seem infinitely varied and reconstruct the pieces of a mosaic that represents the very rich and diverse culture of Sicily. Yet only in the last decade, following the establishment of the *Strade del Vino* legislation (Law n. 164 of 10.02.1992), born to exploit the routes through magnificent wine regions characterized not only by the presence of vineyards and wineries, but also natural, cultural, and historical attractions that are particularly relevant for integrated tourist package, seems to have triggered a reversal of trend can turn all these resources into potential tourism products.

These routes have been equipped with appropriate signs with the aim to help identify the companies participating in this initiative, which offers tastings of their products and guided tours of the vineyards and production facilities. At the same time they can be considered the high road along the landscape of history whose usability is designed for all types of tourists: the educated and curious and those seeking recreation. With the *strade del vino* we wanted to increase the farm hospitality that one sees in Sicily, now operated more than two hundred companies, with a trend still growing (Agosta, Chironi, 2001).

A leading role in promoting regional cities with a strong production of wine is taken in Italy by the City of Wine, which includes among its members

the Sicilian city of Menfi, Montevago, Salemi, Sambuca di Sicilia, Santa Margherita di Belice, Butera, Riesi, Castiglione di Sicilia, Linguaglossa, Milo, Piedimonte Etneo, Randazzo, Sant'Alfio, Santa Venerina, Viagrande, Milazzo, Santa Marina Salina, Casteldaccia, Partinico, Victoria, Noto, Pachino, Alcamo, Marsala, Mazara del Vallo, Pantelleria, e Poggioreale.

In the vaster region there are three geographic sub-systems of major wine production: the first and perhaps most important is that corresponding to the province of Trapani, Marsala, historically known for the production of a wine of the same name, which is complemented by the production of the province of Palermo and Agrigento, always in the western part of the island.

The second is that of Etna, near Catania, which supports production of the province of Messina, and the third is that of the provinces of Siracusa and Ragusa, in the south of Sicily.

Also deserving of mention are the islands of Pantelleria and the Aeolian archipelago, for their production of sweet wines.

The more established wines are Nero d'Avola (today being rediscovered by a large market), Nerello Cappuccio, Nerello Mascalese Carricante, Nocera, the Perricone, Frappato of Vittoria (including red grapes), Catarratto Città Bianca, Cataratto Bianco Lucido, Grecanico Dorato, Il Grillo, Ansonica, locally known as Inzolia, Malvasia di Lipari and Zibibbo or Moscato di Alessandria. In addition, a wide range of international varieties such as Cabernet-Sauvignon, Syrah, Sangiovese, and Merlot (including those from red grapes), and Chardonnay and Sauvignon (among those white berries).

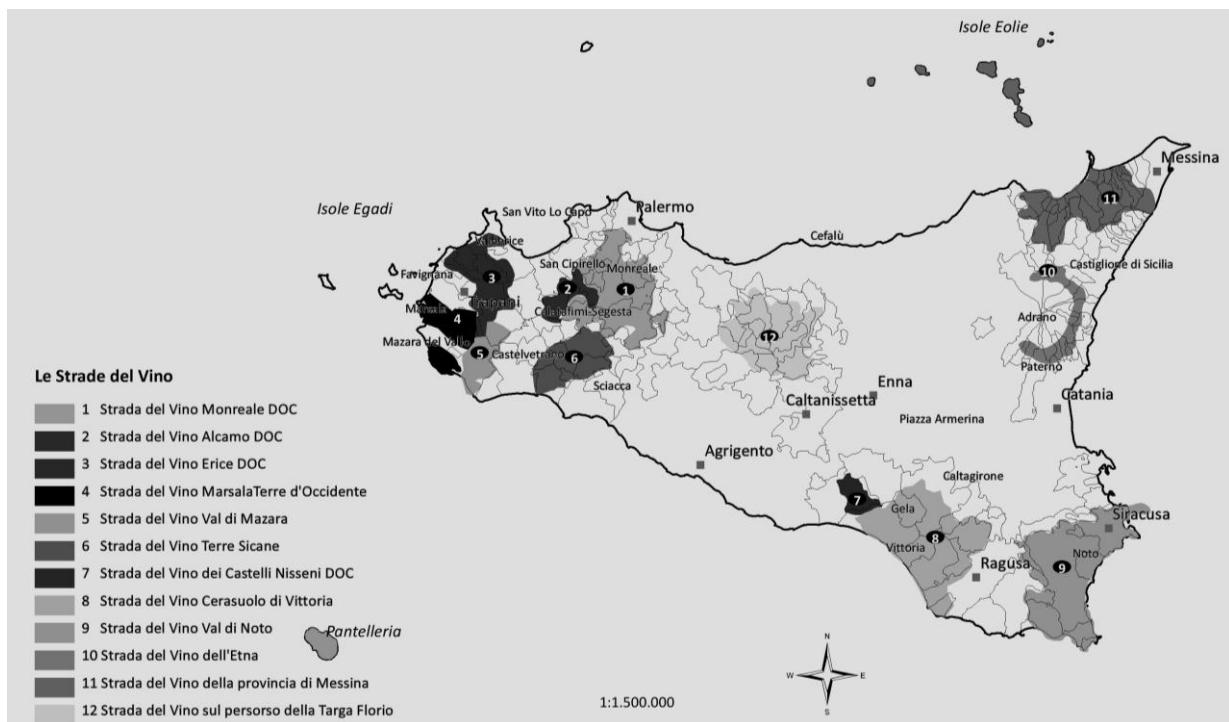


Fig. 1 - «Strade del Vino» in Sicily, 2012. Fonte: ns preparation, 2013.

TABLE I.

DESIGNATIONS OF ORIGIN AND TYPICAL GEOGRAPHIC INDICATION IN SICILY.

<i>DOCG:</i>
Sicily has not DOCG
<i>DOC:</i>
Alcamo, Cerasuolo di Vittoria, Contea di Sclafani, Contessa Entellina, Delia Nivolelli, Eloro Rosso Pachino, Etna, Faro, Malvasia delle Lipari, Marsala, Menfi, Monreale, Moscato di Noto o Moscato di Noto Naturale, Moscato di Pantelleria o Passito di Pantelleria, Moscato di Siracusa, Riesi, Sambuca di Sicilia, Santa Margherita di Belice, Sciacca.
<i>IGT:</i>
Valle del Belice (AG), Salina (ME), Fontanarossa di Cerda (PA), Camaro, Colli Erinici (TP), Sicilia (AG,CL,CT,EN,ME,PA,RG,SR,TP).

Fonte: ns. preparation by www.cittadelvino.it.

From the information above it is clear that the phenomenon of Sicilian wine that has been shaped by humans via the features that have been etched into the isle and through the culture of its proud people, but at the same time still expresses many contradictions. As stated by Cusimano «We used to think that the landscape is a natural fact, with its colours and scents. Nature certainly plays its role, but the identity of a landscaped area is always a cultural thing. It is the result of the economic choices of the community that lives there, their social arrangements, and even their eating habits. The landscape is the culture of a society made visible. This island is now deeply modified by the progressive orientation of agriculture towards the wine sector. It now has mutated flavours and colours. It has reduced the persistent whiff of stubble that marked the seasons of our childhood. When the grapes begin to ripen and then are harvested and processed, the estates, fields, farms, factories, and villages are flooded with intense and shimmering aromas. And day after day offers colours and fragrances, sunlight and soft gray autumn. With the return of the old creep and are binding on the suggestions and hopes the new. And Sicily with its strengths and anxieties, its alleged violence and secret sweetness. In the landscape of the soul of those who now run the fields of our continent that have not yet been fully explored, despite the dead ends of its history, emerges each year the sacred miracle sacred wine, by virtue of the ancient God, the lord of love and of dream, memory and oblivion» (Cusimano, 2005, p. 91).

6. *Conclusions.* Following the example of the all-Italian experience of the *Strade del Vino*, European institutions and the major wine producing countries aimed at enhancing the increasingly close ties with the regions of tourism, wine and typical products. But no countries have achieved a status as widespread and consistent as Italy: a score of national laws, 140 roads already established and sanctioned, 1300 municipalities through this vast network that include nearly 400 names of local wines, 4133 restaurants, 3313 wineries, and 32,972 other

products (Taiti, 2009). The data revealed by the analysis Censis/Strade del vino, however, witnessed a national reality in which financial constraints, environmental conditions, and conflict management between public and private entities influence in a totally negative way the quantity and quality of interventions. Because this offer is so varied and diverse, route must specialize by focusing exclusively on the nature of its product, food, or wine that distinguishes it from others. The next step is for everything that revolves around the product to be elevated to the same degree of excellence. The proposed sectors and types of supply are crucial so that each individual situation retains its identity and yet remains readily identifiable and usable by the majority of potential visitors. If these strategies are within reach or already long-established, may offer valuable suggestions to those who are still seeking a successful strategy, and who continue to valorize their gastronomic heritage and landscape.

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«АГРОТУРИЗМ» И «СЕЛЬСКИЙ ТУРИЗМ»: К ВОПРОСУ О СХОДСТВЕ
И РАЗЛИЧИИ ПОНЯТИЙ

Анализ литературы по проблемам развития сельского и аграрного туризма за период с 2000 г. по настоящее время свидетельствует об устойчивой тенденции теоретически операционализировать такое явление как аграрный туризм или сельский туризм. Одним из направлений теоретизирования является осмысление содержания понятий «агротуризм» и «сельский туризм» [7].

Часть исследователей считают, что агротуризм, экотуризм, этнографический туризм (этнотуризм), эзотерический туризм (эзотуризм) и др. – это явления одного порядка, что не соответствует действительности. В качестве иллюстрации приведем точки зрения С.В.Пыняева, Д.В.Севастьянова и А.Б.Здорова.

С.В.Пыняев пишет, что особую популярность приобретают различные виды познавательного и экологического туризма. Одним из подобных примеров является агротуризм, получивший широкое распространение в Европе, Северной Америке и других регионах мира. С точки зрения типовой классификации, агротуризм, как правило, относят к одному из видов экотуризма» [14, 182].

Д.В.Севастьянов в качестве составляющей экотуризма, определяемого как «природоориентированные путешествия», рассматривает агротуризм и агроэкологический туризм (агроэкотуризм), устойчивый или поддерживающий туризм, «зеленый» туризм. Объединяющим для всех этих близких по смыслу терминов является