Indice

Giampaolo Pioli
Welcome address 5

Renata Tomljenovic
Introduction 9

Part One
Keynotes

Steve Charters
The myths of wine tourism in Europe 19

Donald Getz, Richard Robinson
Understanding and researching food tourism 43

Giancarlo Scalabrelli
Wine and Food Excellence between local identity and market requirements 87

Part Two
Contributed papers

Irene Travaglini, Silvio Menghini, Veronica Alampi Sottini
Rural resources and tourism in the process of local development: a case study in the Siena Province 123

Giovanni Bertella
A knowledge-based model for the development of food tourism 135
Indice

Alessio Cavicchi, Cristina Santini, Chiara Seghieri, Monica Faraoni, Ulrich Orth, Albert Stoeckl
The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany 147

Chiara Cerromà
Standing-up vineyards: the political relevance of Tuscan wine production 165

Kristen Riscinto-Kozub, Nancy Childs
Conversion of Local Winery Awareness: An Exploratory Study in Visitor vs. Non-Visitor Attitude and Perception 201

Eleonora Ducci, Claudio D’Onofrio, Catia Fausto, Giuseppe Ferroni, Giancarlo Scalabrelli
The exploitation of some minor varieties of the «Colline Pisane» as data of regional competitiveness 225

Simon Kerma
Wine tourism as a factor of regional development: the case of Primorska wine region, Slovenia 237

Francesco Marangon, Stefania Troiano
Rural identity as critical success factor for wine and food tourism
The case study of Friuli Venezia Giulia (Italy) 255

Michela Natilli, Pasquale Pavone, Maria Francesca Romano
The language of tourists in a Wine and Food Blog 267

Angelo Presenza, Simone Iocca
The role of restaurants in promoting local food.
An exploratory research on a sample of top Italian restaurants 287

Giacomo Trombi, Marco Moriondo, Marco Bindi, Claudio Fagarazzi, Roberto Ferrise, Mattia Cai
The impacts of the climate change on Tuscan viticulture: qualities, areas and landscapes 299

Philip Whalen
Staging Terroir for Tourists in Burgundy’s New Wine Museums 313