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# Turismo rurale e agriturismo nelle aree interne

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## Objective

Identify strategies, tools and systematise approaches for a sustainable development of territories based on the valorisation of biocultural heritage through agritourism

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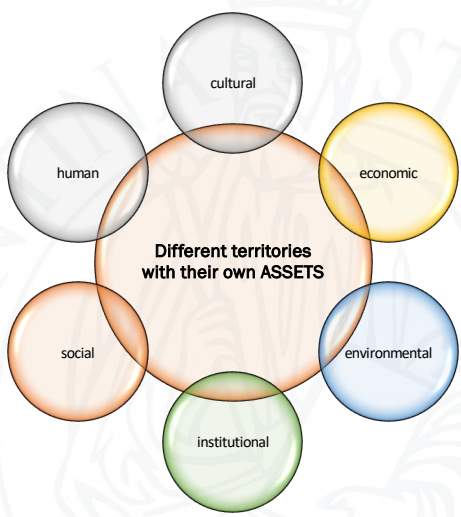
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## From a territorial vision based on assets and relationships


**Territory**

Territory as a socially constructed space rather than as a geographical space

...is a set of social RELATIONSHIPS that give rise to and express an identity.



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## The definition of biocultural heritage...

There are various definitions of «biocultural heritage»

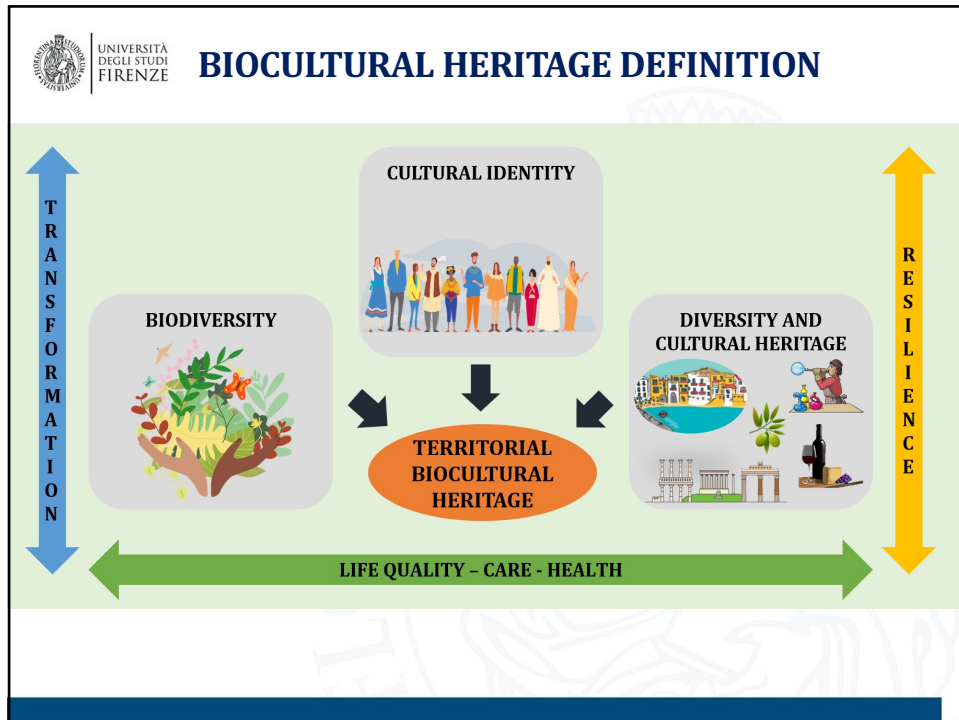
...a **complex system** of interdependent parts centred on the **relationship between Indigenous Peoples and their natural environment**. Its **components** include biological resources, from the genetic to the landscape level; and long standing traditions, practices and knowledge for adaptation to environmental change and sustainable use of biodiversity *International Institute for Environment and Development (2019)*

Living organisms or habitats whose present features are due to cultural action in time and place *UNESCO (2008, p. 8)*

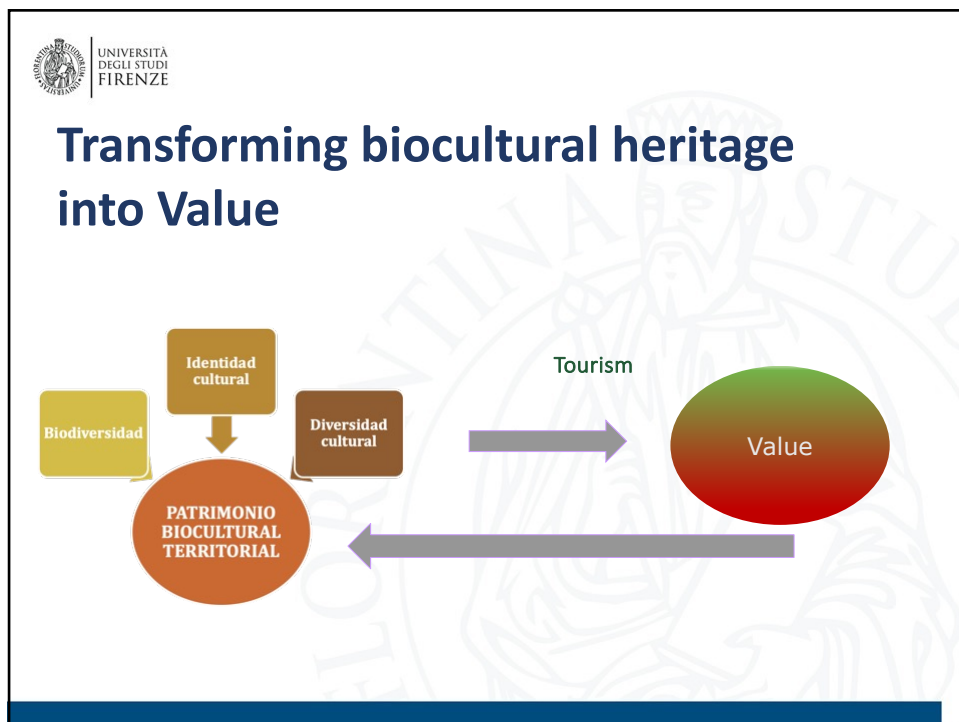
**Biocultural heritage** represents not only the biogenetic **diversity of landscapes**, but also the **interrelation this diversity shares with the language, heritage, cultural memory, ecological knowledge and values of local and indigenous communities**

*Poole (2018, p. 58)*

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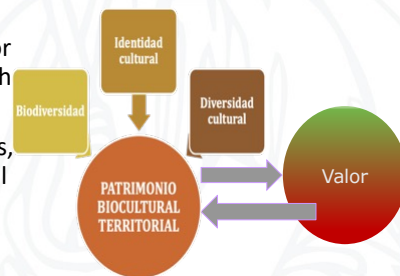
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## Transforming biocultural heritage into Value

- **Not** only mapping resources and actors
- **Activation of actors**, conflict management,
- Identification of shared identity strategies for the inclusive and sustainable promotion of the territory.
- Search for balanced and articulated relations, internally and externally → Multidimensional territorial strategies with new dialogues and public/private alliances



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## Sustainability in rural tourism: The case of agritourism in Italy



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## The reconciliation between the production of rural resources and the distribution of benefits

Definition: Agrituristic activities in Italy (It law 96/06) (in Tuscany R.Law 2003/30 - R.Law 2022/15)

- Hospitality (accommodation)
- Food and beverage supply (mainly of own products and PDO and PGI products)
- Tasting of agricultural products
- Recreation, sports, hiking, horseback riding, cultural, educational activities, also outside the farm

Limits to exercise:

- Provided by farmers (subjective requirement)
- Through your own farm (objective requirement)
- In connection with the activities of farming and raising animals
- Agricultural activities must be prevalent in relation to agrituristic activities, mainly in terms of hours of work used

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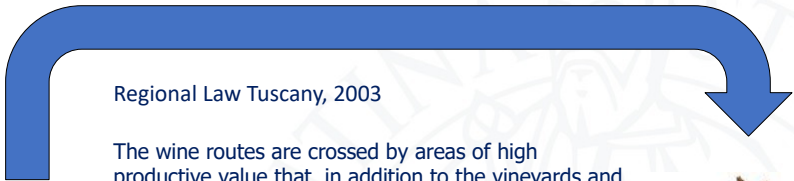
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## The importance of governance the case of wine routes in Tuscany



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 **Definition: from the wine routes to the routes of ...**

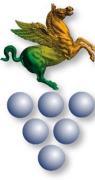



Regional Law Tuscany, 2003

The wine routes are crossed by areas of high productive value that, in addition to the vineyards and wine cellars, farms, are characterized natural, cultural and historical attractions of special importance for the creation of a package of integrated tourist offer.


Goals :

- Value the territories where the wines and products with quality designation of origin are located
- Integrate rural development policy with the development of tourism policy

  
STRADE DEL VINO  
di Toscana

  
Federazione  
STRADE del VINO  
dell'OLIO e dei SAPORI  
di Toscana

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 **Wine routes in Tuscany: the governance and management model**

- **Creation process bottom up and representativeness:**
- Promotion Committee that regroups vine growers and other categories of actors representative of the territory;
- the wine growers must be representative of the Denomination of Origin (Quality sign)
- **Quality:** The route must have a regulation that establishes minimum quality standards for all categories of participants
- **Management:** the management committee with functions: promotion, supervision and observance of the rules of the routes; relationships with local institutions; corporate identity through uniform signaling

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## Wine Routes : obligations of member farmers

### Formalized rules

- Keep the company and the warehouse open for tourists during the established hours
- Uniform signaling
- Availability of information material

### Non formal rules

- Sensitivity to product quality
- Awareness of the importance of landscape
- The desire to communicate with customers
- Collaboration relations with other operators of the "route"

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The Montepulciano route is in the center of the Tuscany region. It comprises a fairly small territory, with many agricultural, historical, cultural and heritage resources.




STRADA DEL VINO NOBILE  
DI MONTEPULCIANO  
E DEI SAPORI  
DELLA VALDICHIANA SENESE




HOME LA STRADA TERRITORIO VINO E SAPORI OSPITALITÀ TOUR E ATTIVITÀ NEWS ED EVENTI



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STRADA DEL VINO NOBILE  
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DELLA VALDICHIANA SENESE

## Vino nobile di Montepulciano Route

**Objectives and legal structure**

The Strada del Vino Nobile di Montepulciano and flavors of the Val di Chiana is the association that since 1998 has worked to improve and promote the beauty and variety of Val di Chiana, in the southern area of Tuscany.


The commitment of the "route" is spreading in the most authentic knowledge of the food and heritage wine, historical, artistic and spa of Val di Chiana through multiple activities

**Members (more than 150)**

The members of the route are producers of Vino Nobile di Montepulciano and operators of local gastronomy (restaurants and wine shops), professionals of the hotel industry and the thermal industry, associations and organizations working in the area, including municipalities and the Wine Regulatory Council

**Activities**

- Information and reception
- Promotional marketing
- Event organization



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## Visitors can buy different tours, in different thematic areas

I NOSTRI TOUR



ARTE E CULTURA



VINO



CORSI DI CUCINA



NATURA E AVVENTURA A PIEDI



NATURA E AVVENTURA A CAVALLO



NATURA E AVVENTURA IN BICI



TERME E BENESSERE



LUNA DI MIELE



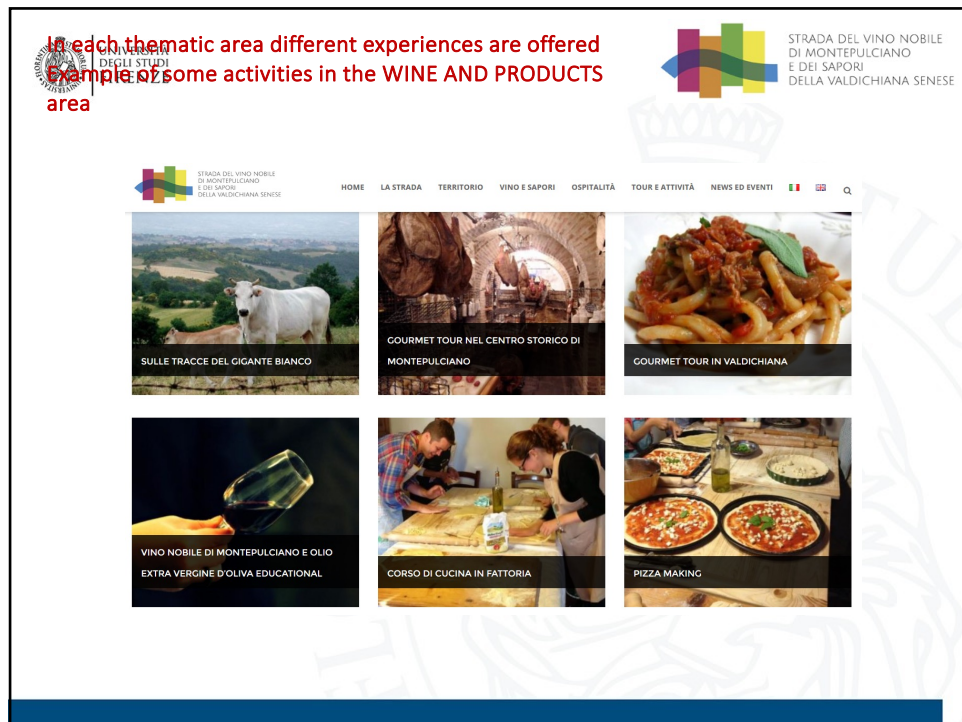
CINEMA

Possibility of online reservations



IRENOTA CON  
**VALDICHIANALIVING**

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**Organization of specific initiatives in collaboration with partners**


**IN EVIDENZA**

**14 giugno 2016**  
**MERCOLEDÌ del NOBILE**  
 Dal 15 giugno fino al 27 luglio, tutti i mercoledì dalle ore 18.00, l'appuntamento è presso l'enoteca del Consorzio del...


**Tasting wine under the stars from sunset to sunrise**

**Calici di Stelle**  
 di vino, note di stelle.  
 dal tramonto all'alba  
 Montepulciano 10 agosto 2016  
 #SaveTheDate  
 #Calici

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**Participants and governance**



STRADA DEL VINO NOBILE  
DI MONTEPULCIANO  
E DEI SAPORI  
DELLA VALDICHIANA SENESE

**More than 150 partners:**

- Hotels
- B & B and other hospitality sector firms (i.e . apartment rental)
- Farms and agritourisms
- Wineries (in majority)
- Local associations (cultural and professional)
- Municipalities and other local public actors

**Management Board:**

All categories are represented

The Consorzio di tutela del Vino Nobile di Montepulciano is one of the members

CONSIGLIO DI AMMINISTRAZIONE DELLA STRADA DEL VINO NOBILE DI MONTEPULCIANO E DEI SAPORI DELLA VALDICHIANA SENESE

COMUNE DI MONTEPULCIANO  
ANDREA ROSSI - SINDACO DI MONTEPULCIANO

CONSORZIO VINO NOBILE DI MONTEPULCIANO  
GABRIELE VALERIANI - RAPPRESENTANTE DEL CONSORZIO DEL VINO NOBILE DI MONTEPULCIANO

VITIVINICOLE - SOCI COOPERAZIONE  
DORIANO BUI - Vecchia Cantina di Montepulciano  
SABRINA LAZZERINI - Vecchia Cantina di Montepulciano

AZ. VITIVINICOLE - Aderenti al Consorzio del Vino Nobile di Montepulciano  
FABIO FIORINI - Az. Godiolo  
SIMONA RUGGERI FABRONI - Az. Villa Sant'Anna


ALTRE CATEGORIE

1. SOMMINISTRAZIONI ALIMENTI E BEVANDE  
MASSIMO STELLA - Ristorante La Loggia del Vignola
2. PRODOTTI TIPO E ARTIGIANALI  
ANTONELLA PAGANELLI - Frantoio di Montepulciano
3. ATTIVITA' AGRITURISTICHE  
CHIARA VINCIGRELLI - Agriturismo Via della Stella
4. ALBERGHI E CONSORZI TURISTICI  
CLAUDIA MENCACCI - Alberghi Hotel Panoramic
5. IMPRESE TURISTICHE NON RIENTRANTI IN ALTRE CATEGORIE  
MASSIMO CROCIANI - Clarte Hotels

TERME  
ROSANNA CRESTI TURCHI - Terme di Montepulciano

UNIONE DEI COMUNI DELLA VALDICHIANA SENESE - 3 (Individuati dalla giunta)  
AGNESE CARLETTI - Ass. Comune di San Casciano dei Bagni  
CHIARA LANARI - Ass. Comune di Chiusi  
CONSUETO BOSCHETTI - Rappresentante Comune di Trequanda

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**The importance of participatory methods**

**The Flora Aromatica and the Perfume Valley  
case study**

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PSR Programma di Sviluppo Rurale

Bando Progetti Integrati di Filiera - PIF - PSR 2014-2020  
SOTTOMISURE: 16.2 - 4.1.3 - 4.2 - 6.4.1  
Inizio del progetto APRILE 2016

## FLORA AROMATICA SANTA LUCE E LA VALLE DEI PROFUMI:

*“Sperimentazione di un modello per la valorizzazione del territorio”*

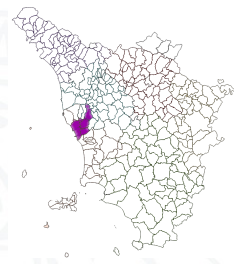


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## The “Flora Aromatica” project

Tender Notice 2015 “Integrated supply-chain projects” –  
Tuscany Region  
Rural Development Program 2014-2020



**Objectives**

1. The **reconversion of the agricultural area**, currently devoted to the conventional cultivation of cereals, to **organic and biodynamic crops** of **officinal plants** for the extraction of **essential oils** of great value;
2. The **construction of a new local supply chain** for the extraction of high quality essential oils and production of **cosmetics**
3. An **integrated local development** of the “Perfumes Valley”.

2/07/2018

Integrated supply-chain projects and multifunctional local development: The creation of a Perfume Valley in Tuscany

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## The “Flora Aromatica” project

**Cost of investments**  
1.1 million euros

**Public funding**  
689.000 euros

**16 Actors**

- 11 farmers
- 2 research institutes
- 1 farmers’ organisation
- 1 commercial firm specialised in marketing of cosmetic products
- 1 processing firm specialized in the production of aromatherapy products and natural and organic cosmetics

**PIF Leader**

**FLORA®**  
LABORATORI DI NATURA

- Purchase all the inflorescences produced by the farms partners of the project for the **production of essential oils**
- Create a new **cosmetic line** made up with the lavender essential oil of the “Flora Aromatica” supply-chain for **8 years at market price**

2/07/2018

Integrated supply-chain projects and multifunctional local development: The creation of a Perfume Valley in Tuscany

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## Participatory Action Research

*“enable local people to share, enhance and analyse their knowledge of life and conditions, to plan and to act”  
(Chambers, 1994; p. 1437)*

**Phases**

- Critical analysis** of the existing literature;
- 20 in depth interviews** with local stakeholders in order to identify the main actors to be involved in the process, strengths and weaknesses of past projects, possible perspective strategies to be carried out;
- Direct survey online**
- 4 knowledge circles** about:
  - the “**territorial capital**” of the locality;
  - defining **shared development strategies** for the valorisation of the capital;
  - sharing a **strategic agenda** with mutual engagement.

2/07/2018

Integrated supply-chain projects and multifunctional local development: The creation of a Perfume Valley in Tuscany

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## Participatory Action Research

Construction and validation of the development plan



Especially for reaching an increased shared awareness of the:

- **Territorial biocultural capital**
- Potential and tools for its valorisation

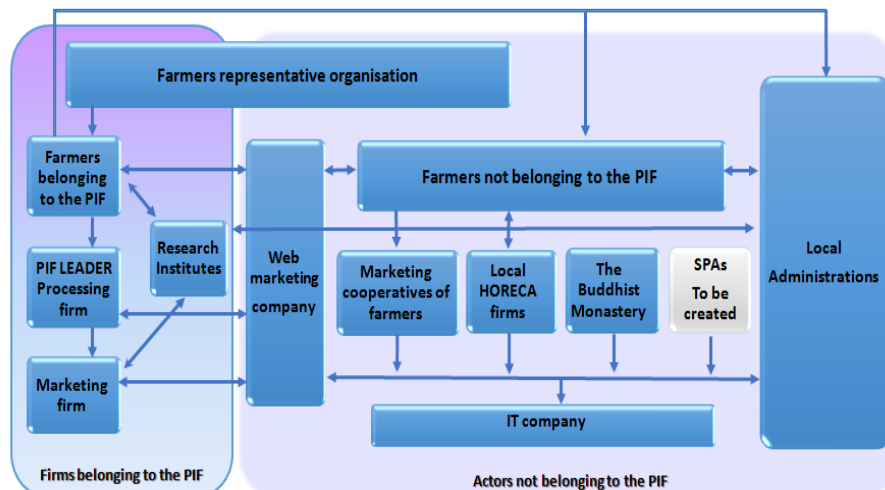
Construction of the **identity for the destination** and of the **integrated products and services** offer

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## Actors involved in the survey and relations



Source: our elaboration on survey

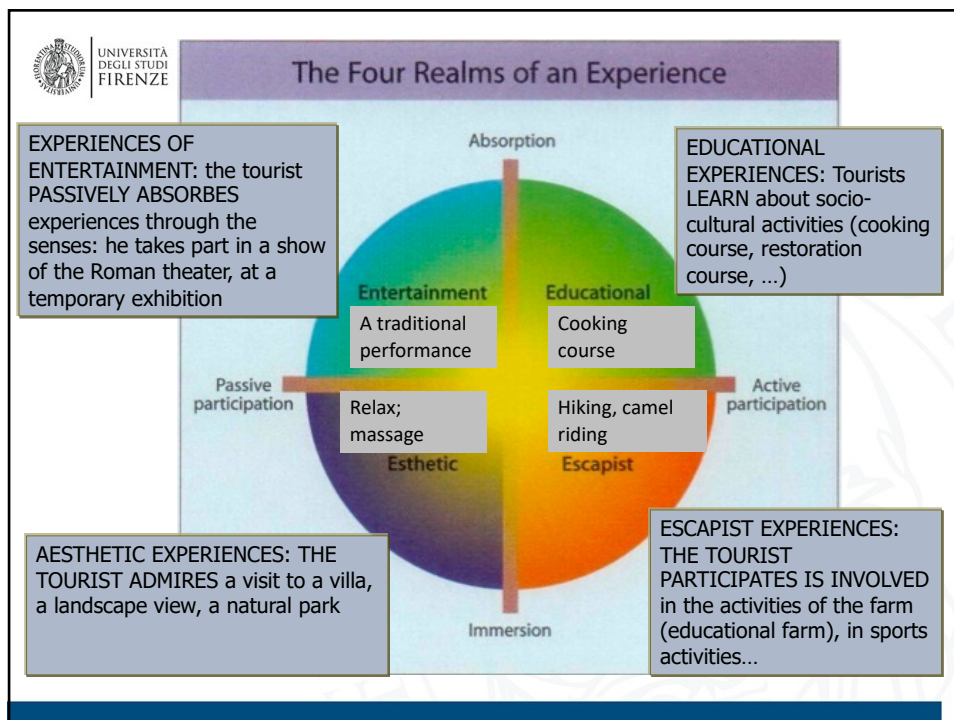
Integrated supply-chain projects and multifunctional local development: The creation of a Perfume Valley in Tuscany

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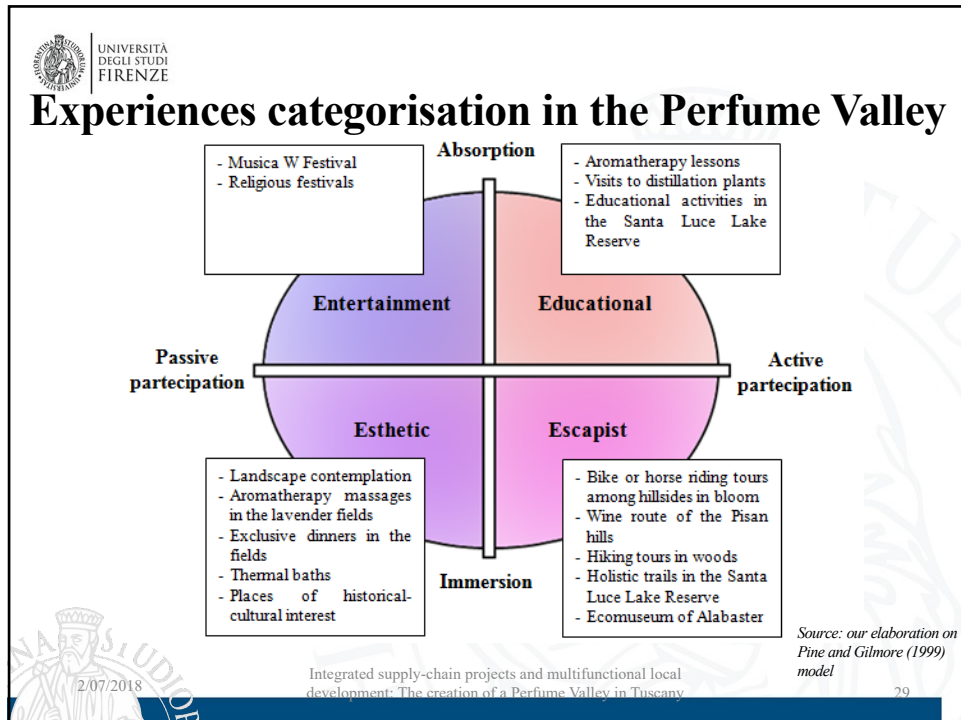
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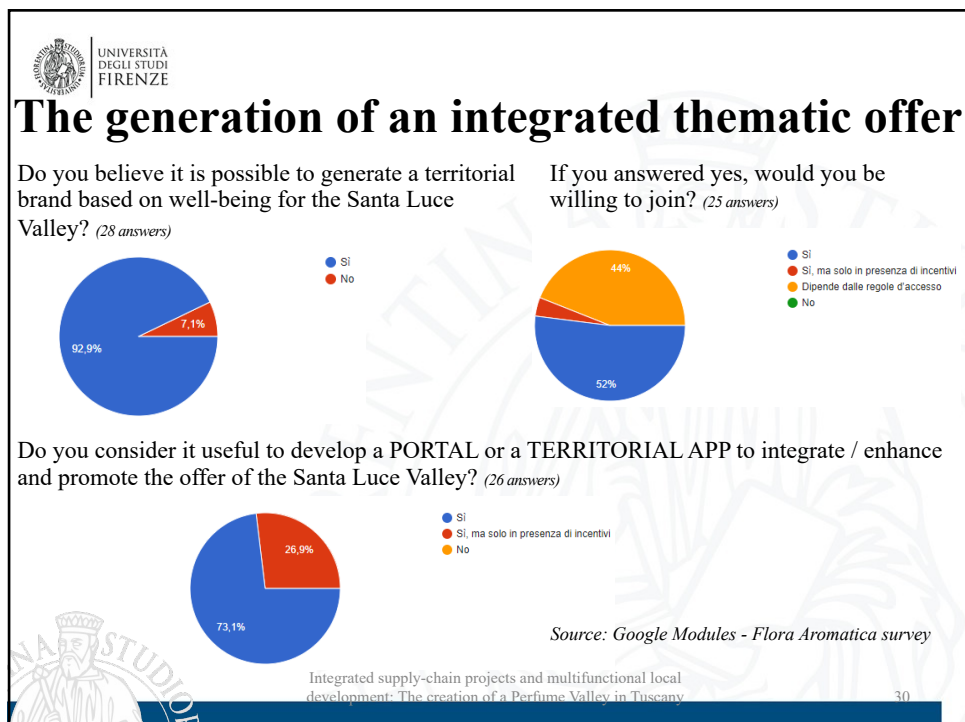
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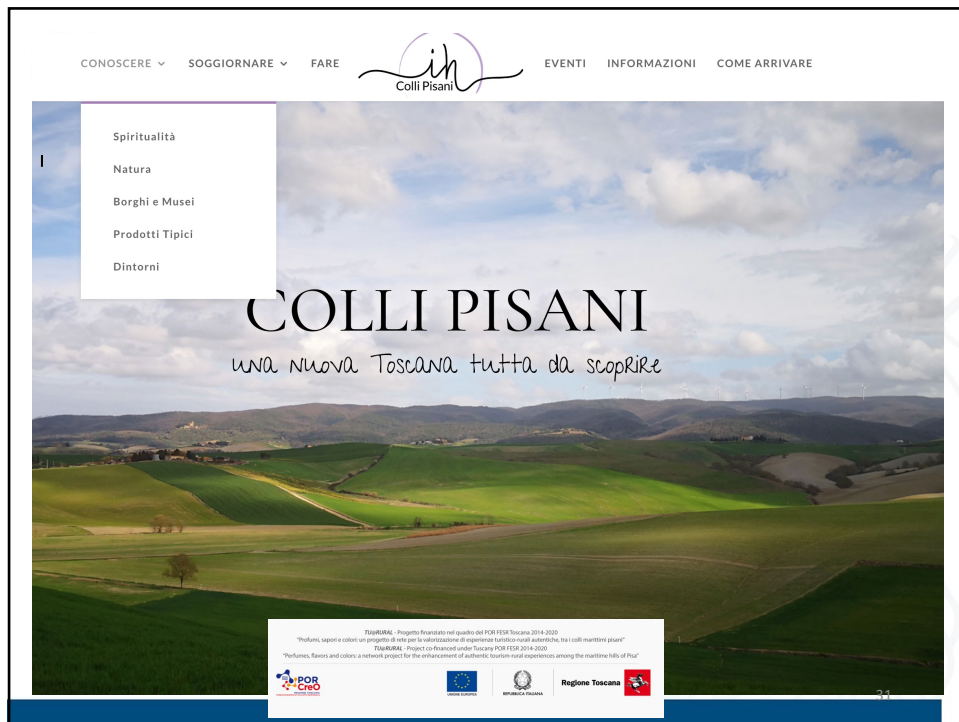
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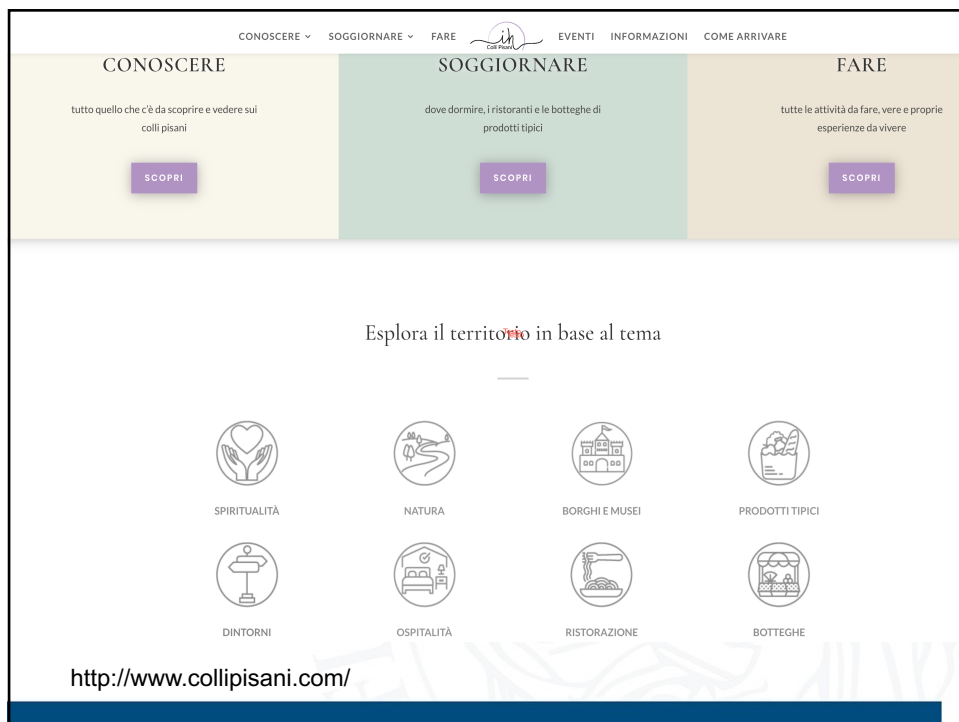
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## The basket of goods and services strategy: integrated valorization of the biocultural capital




The screenshot displays the Colli Pisani website. On the left is a map of the Colli Pisani region, outlined in green, with various locations marked by red dots. On the right is the website's main content area, featuring a navigation bar with links: CONOSCERE, SOGGIORNARE, FARE, EVENTI, INFORMAZIONI, and COME ARRIVARE. Below the navigation bar is a section titled 'PRODOTTI TIPICI' (Typical Products) with a grid of images showing various local products: Tartufo (Truffle), La Cingia di Leno (The Belt of Leno), Erbe officinali ed oli essenziali (Herbs and essential oils), and Miele (Honey). The Colli Pisani logo is visible in the bottom left corner of the map area.

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## Promotion of the Territory



The screenshot displays the Colli Pisani website with a large background image of a lavender field. The main heading is 'Promotion of the Territory'. Below the heading is the Colli Pisani logo and a navigation bar with links: LA RETE, OSPITALITÀ, EVENTI, TERRITORIO, SERVIZI, and COME ARRIVARE. The central text reads: *i Giorni della Lavanda* TRA LE COLLINE PISANE di Santa Luce, Orciano, Castellina M.ma e Casciana Terme dal 11 giugno al 23 Luglio 2023. Below this text is a button labeled 'SCOPRI DI PIÙ'. The Colli Pisani logo is also visible in the bottom left corner of the image area.

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visittuscany.com Destinations

## Santa Luce

IN THE INLAND OF THE ETRUSCAN COAST, NESTLED AMONG THE SILENCE OF WHEAT AND LAVENDER FIELDS


**W**e find ourselves in the Pisan Hills, in an area inhabited since Etruscan times. It feels as if you can almost hear the sound of the sea in the distance, waves breaking on the shore, whilst right in

<https://www.youtube.com/watch?v=GgtRON3cmbE&authuser=0>

### Promotion of the territory

Cecina » Cronaca

#### I campi di lavanda di Santa Luce presi d'assalto: l'attrazione turistica del 2020



Immagini spettacolari scattate nei campi di lavanda alla Pieve di Santa Luce, a sinistra uno scatto di Gabriella Lorenzoni (tratto da Instagram) a destra un'altra foto da Instagram, di Daliana Castellini

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Spiritualità  
Natura  
Borghi e Musei  
Prodotti Tipici  
Dolci

## COLLI PISANI

una nuova Toscana tutta da scoprire

### CONOSCERE il Territorio



### Scaling up: Integrated promotion of territories and their identity

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E TECNICHE AGRO-ALIMENTARI  
E AMBIENTALI E FORESTALI



Thanks for your attention!

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