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## Rural Development and Wine Tourism in Southern Italy

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## RURAL DEVELOPMENT AND WINE TOURISM IN SOUTHERN ITALY

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### **Introduction**

The economy of Southern Italy (Mezzogiorno), an area that has historically focused on industrialization for economic development, suffered in the years 2004 and 2005 of a consistent gap with the rest of the country, although in the past seven years it has been aligned to it (excluding year 2000). Among macroeconomic indicators, the one that keeps most operators in trepidation is the performance of family expenditures regarding non-durable goods in “Mezzogiorno” because it has been experienced a significant contraction of the southern families’ expenditure, more than what happened in the rest of the country. A deep analysis of the year 2004, about separate productive compartments, showed how agriculture in southern Italy had been affected by a loss of the 0.5% while the country’s reduction experienced wasn’t higher of the 0.1%.

In the four decades between the 1996 and the 2004, the dynamism of the primary sector didn’t display a very dissimilar performance in the two areas of Italy: in both “districts”, Mezzogiorno and North-Central Italy, the economic growth, in terms of production, was estimated around the 1% and the contraction, in terms of employment, amounted to more than the 2.5%. The diversity between southern and northern Italy is particularly intense. Agriculture still plays a primary role in Mezzogiorno, where the

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<sup>1</sup> Despite this is the result of a common work, doctor D. Di Gregorio treated the introduction, the conclusion and paragraphs 1 and 2. Doctor E. Licari treated par. 3, 4, 5 e 6.

incidence of employment and economical added values (additional benefits) is twice as much compared to the one in Northern–Central Italy.

As regards Industry, southern Italy seems to be threatened by the same problems affecting the rest of the country: loss of competitiveness and specialization in aged sectors. It is appropriate, anyways, to underline how some southern agri-food manufacturing compartments show positive signals of economic growth and increasing vitality.

As far as services are concerned, in the Mezzogiorno of Italy from 1996 to 2004, the growth has been less significant than the national one with only two exceptions: financial intermediation and tourism, where it has been registered a growth above national average.

The most relevant fact of tourism in southern Italy is the strategic conversion from the quantity of services supplied to the research of quality, valorising the discovery of the potentials of the territory.

The regions of the Mezzogiorno area are endowed with a considerable natural, anthropological and historical resource. Those territories are particularly suitable for tourism as the modern tourist/consumer can find exactly what he wants to see.

Tradition, history and culture become attractions for tourists and the products eventually end up playing a highly representative role. Of course wine can be included in the list of highly representative products as the Mezzogiorno, thanks to the weather conditions and history, represents the most ancient source of wine production.

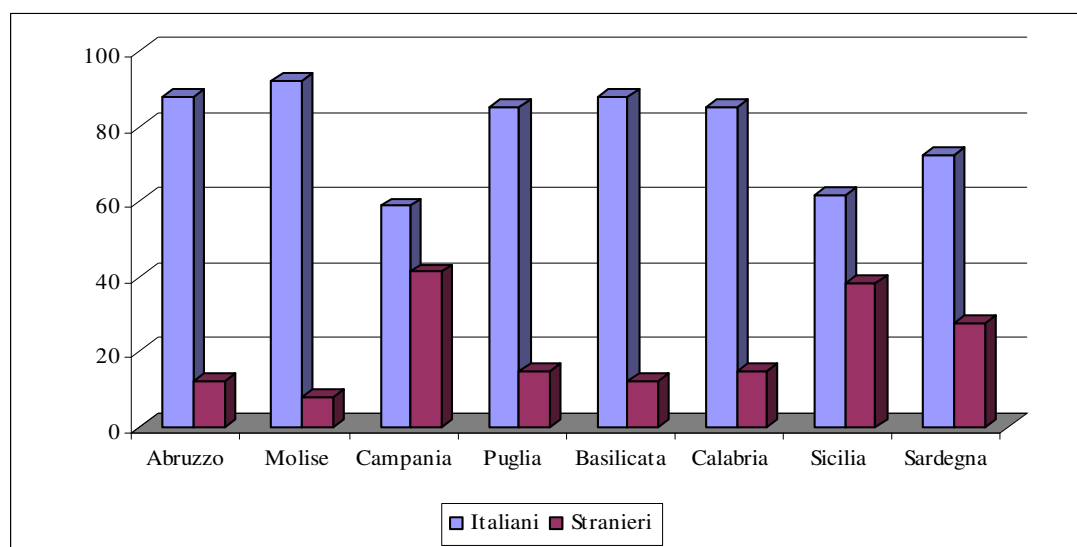
Wine, in particular the high quality one, eventually becomes the lead for tourist routes and a valid reason to discover the territory. It's been seven years since the Law regarding the Streets of wine has been emanated. This is considered the new bet to give more chances of development to numerous territories especially to the marginal ones.

This research is aimed to focus on the real state of wine tourism and its (possible) impacts in Southern Italy.

## 1. The touristic potentials of Mezzogiorno

According to a changeable trend but confirmed in the past years, the South of Italy greets over the 20% of tourist: the 25% is made by Italian tourists and almost the 15% is made by foreigner ones. Campania and Sicily intercept themselves over the  $\frac{3}{4}$  of the entire international tourist travels heading to the Mezzogiorno. The rest is distributed equally among the other six regions. (Graph 1).

Graph. 1 Quantities of international tourists in the regions of the Italian Mezzogiorno



Source: Our elaborations based on Svimez data, Rome 2004.

During the four decades, from the 1960 to the 2003, the number of tourists in hotels, camping, and villages increased of above 50 million units, the 25% of the national total. During these past 40 years the presence of tourists in the southern Italy have improved by an average annual rate of the 4 % while the national average settled at the 2.8 %.

As showed above there is a positive tendency of tourism in southern Italy but of course there are some negative aspects as:

- The excess of seasonal tourism that concentrates the vacations during particular season of the year.
- The prevalence of seaside tourism that endangers coastal territories as the impact is unbearable to the environment

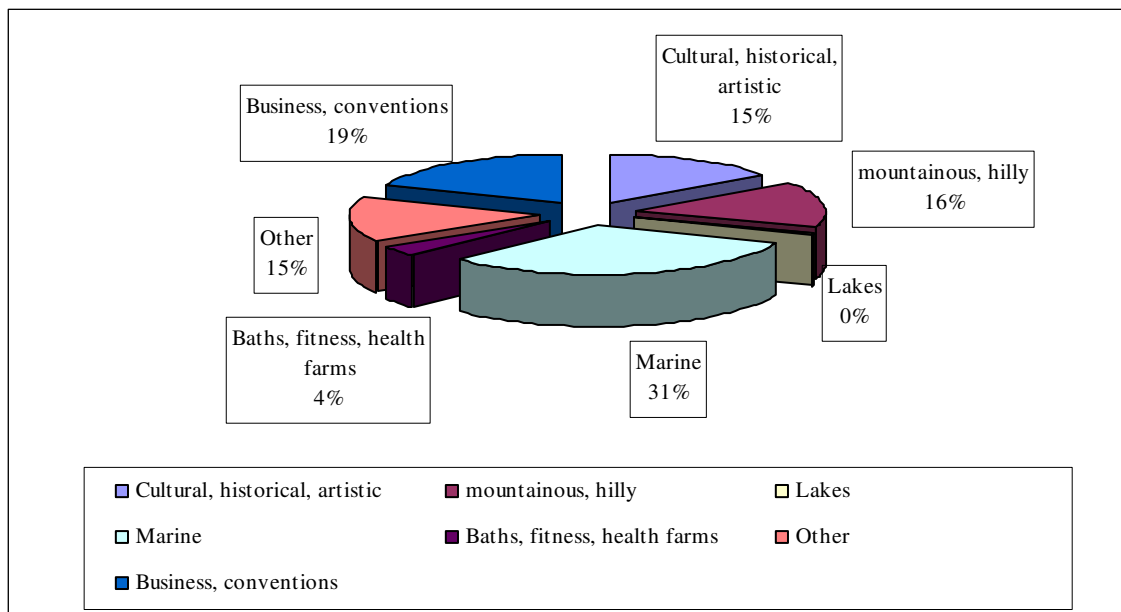
- The scarce diffusion of other types of tourism regarding health, conferences, baths exc. In fact the weather conditions would definitely allow a wonderful use of the infrastructures most of the year.
- The lack of adequate organizations and initiatives coordination structures especially in cultural and historical resorts.
- The low professionalism and the approximation in services supply.

However, the regions of Southern Italy attract visitors either because of the exotic characteristics of the places and because of the competitiveness of the prices.

Tourism has recently been affected by significant changes as tourist changed their behaviour. They are more independent and dynamic, have shorter periods of time for holidays and the will not to resist to the fascination of towns. That is why from the 80's started to appear a new variety of tourism appreciating more the territory, the environment, the history, the culture and the traditions.

The following graph shows the distribution of tourists in Mezzogiorno according to the different types of tourism.

Graf. 2: Tourist presence in Southern Italy according to the type of tourism in the 2004



Source: Our elaborations based on Svimez data, Rome 2004.

In this contest we can introduce the concepts of rural tourism and “agri-tourism”, the most indicative expression of the changes specified above. There’s a recent tendency of new forms of tourism attracted from typical products and alimentary and culinary traditions. Yet the wine tourism is in expansion as well. This sort of touristic supply starting from the product involves positive effects not only for the production, but for the grapes production, distilleries, information agencies, and last but not least, restaurants and food sector in general. According to this point of view the vinery traditions of southern Italy have to be preserved and rediscovered to lighten the difficulties of the primary sector which suffers excessively from swinging performances of the market. Grasping interest and appreciation of consumers can be realized only through investments so that wine tourism can achieve vitality, self motivation and economic benefits

## **2. Wine and territorial condition in Italy**

In the past decades, wine production has influenced the development of numerous activities. Its initiatives encouraged new opportunities of economic growth and inspired the development of the sector in which it operates. Wine, together with other factors as local typicality, natural resources, cultural heritage, sustainable tourism promotion, represents a valid system to stimulate the socio-economic and territorial expansion of vinegrowing areas. The most relevant aspect of this promotion is wine tourism. In fact wine becomes source of curiosity and catalyses interest of the tourists to other aspects as growing techniques, methods, vineyards, production places, grapes varieties exc.

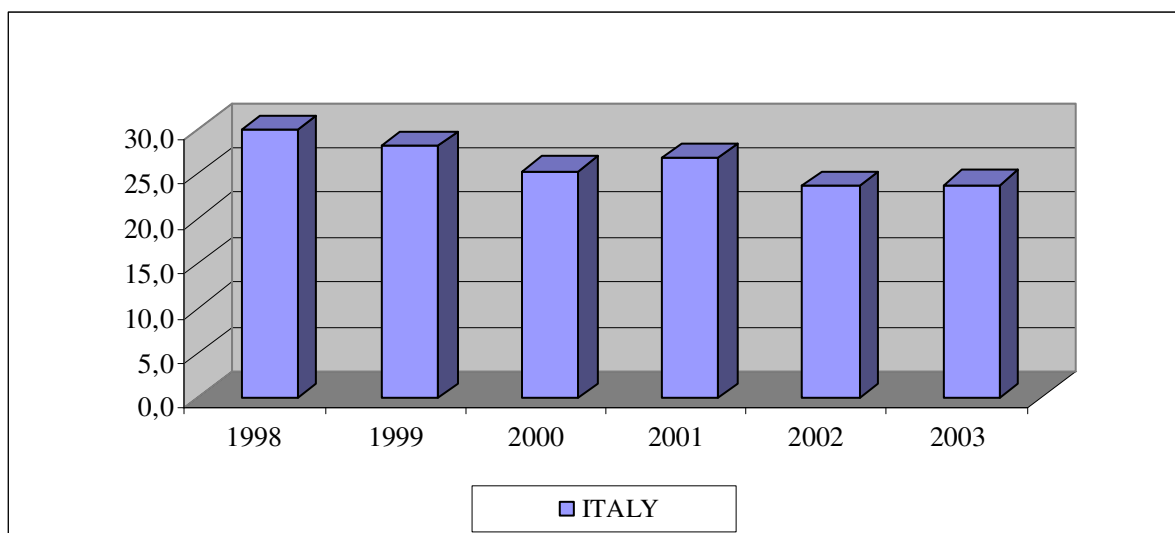
Italian wine production experiences a turnover of about 8 billions of euros per year. In the 2005 the production amounted to 51.85 millions hectolitres for a loss of the 3% while from the 2000 to the 2004 it experienced a growth of the 4%. Italy and France are the first exporting countries. Their exports amount to the 25% of the total world exports with a finance of over 2,700 millions of euros. (ISMEA, 2003).

The productive system of bottling Italian businesses is made by 40,000 units. Those produce over 200,000 different labels. The 30% of these labels is made by large businesses while the 70% is produced by small and medium sized companies, the spinal column of the wine industry.

The tendencies of this sector have been influenced by the Community agricultural policies through the different Common Market Organisations that orientated the companies' strategy. In the last few decades the surface of vine-growing areas has continuously and drastically diminished: it's been appraised that from about 1 million hectares during the 80's and 860 thousands hectares in the 90's, in the year 2000, the extent finally settled to about 676 thousands hectares, showing a clear drop of the 33%.

The same downward spiral concerned an important reduction of wine-production businesses. Their number nowadays only reaches 777 thousand units, unlike the 90's, showing a clear loss of the 30% since then. From the 1998 to the 2003 the quantity of wine produced has suffered as well of a loss: from the 30% to the 23% of the European quota. (See graph 4)

Graph 4: Evolution of the Italian wine production (percentage of the total European standards)



Source: Source: Our elaborations based on FAO data

### **3. Le strade del vino (The Wine Trails), definitions and goals**

The “Le strade del vino” project is regulated by an Italian Law dated July 27<sup>th</sup> 1999 n. 268, Discipline of the “wine trails”, defined as “paths signed and advertised with appropriate road signs along which insist natural, environmental and cultural values, vineyards and agriculture, single or associated businesses open to public. These are the main devices through which wine-industry territories and wine production can be revealed marketed and used as touristic supply.

As far as the legislator definition is concerned this “streets” aren’t only paths but ways to read the territory and to understand it, placing side by side territorial redemption through the tourism and the logic of environmental and economic sustainability of the initiatives of the “ways of wine” .

The goals pursued are:

- Valorisation of territorial identities through the excellence typical productions
- Preserve and reveal
- Promote cooperation among the diverse sectors of the local economy
- Promote additional incomes for local companies
- Develop product marketing starting from the link with the territory
- Complete the overall territorial touristic supply by including marginal or unknown areas
- Turn seasonal tourism into all year long tourism

Indeed the “ways of wine” project is a multifunctional instrument that plays different roles such as organising and integrating territorial resources and finding a global strategy of product promotion.

If in theory this project seems the magic formula to solve many problems as social and economic development of disadvantaged areas, in reality we must remember that every chance of success depends on the performance of the operational and competitive level achieved. That is why can be considered as fundamental management and organisation models of the streets, the satisfaction of qualitative standards required from the Demand and the put into context of the streets in a touristic point of view. In Italy the ways of



wine are more than one hundred, but only a few of them obtained the foreseen beneficial advantages. In many occasions this has been explained by the incorrect management, often by the non-management, of the streets. This is the main threat to its success.

Tab. 1 Businesses quoted by different guides

| REGION             | Businesses quoted from Viniduemila |           | Businesses quoted from Viniditalia |           | Businesses quoted from Veronelli |          |
|--------------------|------------------------------------|-----------|------------------------------------|-----------|----------------------------------|----------|
|                    | number                             | %         | number                             | %         | number                           | %        |
| ABRUZZO            | 13                                 | 1,7       | 15                                 | 1,3       | 11                               | 1        |
| CAMPANIA           | 26                                 | 3,4       | 22                                 | 1,9       | 19                               | 1,7      |
| MOLISE             | 2                                  | 0,3       | 2                                  | 0,2       | 3                                | 0,3      |
| PUGLIA             | 14                                 | 1,8       | 21                                 | 1,8       | 16                               | 1,5      |
| BASILICATA         | 8                                  | 1         | 15                                 | 1,3       | 7                                | 0,6      |
| CALABRIA           | 8                                  | 1         | 9                                  | 0,8       | 4                                | 0,4      |
| SARDEGNA           | 11                                 | 1,4       | 14                                 | 1,2       | 10                               | 0,9      |
| SICILIA            | 24                                 | 3,1       | 36                                 | 3,1       | 29                               | 2,6      |
| <b>Mezzogiorno</b> | <b>106</b>                         | <b>14</b> | <b>134</b>                         | <b>11</b> | <b>99</b>                        | <b>9</b> |

Fonte: Censis, 3° e 4 ° Rapporto Annuale Strade e Città del Vino.

Tab.2 Restaurants and typical products quoted by different guides

| Region                   | Typical Products |             | Restaurants quoted from Veronelli |            | Restaurants quoted from Michelin |            |
|--------------------------|------------------|-------------|-----------------------------------|------------|----------------------------------|------------|
|                          | number           | %           | Number                            | %          | number                           | %          |
| ABRUZZO                  | 14               | 1,6         | 2                                 | 0,6        | 6                                | 0,8        |
| CAMPANIA                 | 21               | 2,5         | 5                                 | 1,5        | 8                                | 1          |
| MOLISE                   | 0                | 0           | 0                                 | 0          | 0                                | 0          |
| PUGLIA                   | 13               | 1,5         | 3                                 | 0,9        | 8                                | 1          |
| BASILICATA               | 6                | 0,7         | 0                                 | 0          | 0                                | 0          |
| CALABRIA                 | 10               | 1,2         | 0                                 | 0          | 5                                | 0,6        |
| SARDEGNA                 | 5                | 0,6         | 2                                 | 0,6        | 8                                | 1          |
| SICILIA                  | 32               | 3,8         | 10                                | 2,9        | 16                               | 2,1        |
| <b>Total Mezzogiorno</b> | <b>101</b>       | <b>11,9</b> | <b>22</b>                         | <b>6,5</b> | <b>51</b>                        | <b>6,5</b> |

Fonte: Censis, 3° e 4 ° Rapporto Annuale Strade e Città del Vino.

Tab.3 Producers and services quoted by the TCI

| REGION             | Producers |             | Services   |             | Towns quoted by the TCI |             |
|--------------------|-----------|-------------|------------|-------------|-------------------------|-------------|
|                    | number    | %           | number     | %           | number                  | %           |
| ABRUZZO            | 18        | 4           | 95         | 3,8         | 4                       | 2,8         |
| CAMPANIA           | 24        | 5,3         | 129        | 5,1         | 8                       | 5,7         |
| MOLISE             | 1         | 0,2         | 6          | 0,2         | 0                       | 0           |
| PUGLIA             | 14        | 3,1         | 61         | 2,4         | 4                       | 2,8         |
| CALABRIA           | 6         | 1,3         | 29         | 1,1         | 3                       | 2,1         |
| BASILICATA         | 2         | 0,4         | 8          | 0,3         | 3                       | 2,1         |
| SARDEGNA           | 5         | 1,1         | 22         | 0,9         | 4                       | 2,8         |
| SICILIA            | 11        | 2,4         | 68         | 2,7         | 15                      | 10,6        |
| <b>Mezzogiorno</b> | <b>81</b> | <b>17,9</b> | <b>418</b> | <b>16,5</b> | <b>41</b>               | <b>29,1</b> |

Fonte: Censis, 3° e 4 ° Rapporto Annuale Strade e Città del Vino.

#### 4. The identikit of the wine tourist.

A recent research has framed the identikit of the wine tourist to understand the mechanisms that move a traveller to choose a destination instead of another one. There are two types of a wine tourist:

- The first one includes individuals that relate the gastronomic aspect of the holiday to other reasons,
- The second one includes individual putting at the centre of their choice the wine and food research, followed by the discovery of the surrounding territory

The analysis shows a model tourist made by a male individual from 25 to 45 years old, working either in the services sector, or entrepreneurs or self-employed men. Generally these type of tourist has a good level of education and organise by himself his holidays. Those usually last from one to four days. He sleeps in hotels or agritourism and drive his own car. He found information about the places he is visiting in tourism specialized guides and magazines.

This is a first profile of the wine tourist but of course the research can go deeper distinguishing, within every category, further characteristics.

All those visiting cellar doors have diverse goals and expectations: they can be identified as:

- Talent scout
- Opinion leader
- Wine tourists
- Occasional Wine tourist

**The occasional wine tourist** is the one that goes to wine cellars with its demijohn to fill it with loose, cheap wine. He prefers situations where he can find entertainment services and restaurants as well although he likes everything regarding tradition and history of old machinery, tools exc.

**The Wine tourist** owns a more developed culture about wine. He expects an improvement of its knowledge through guided tours and experts explanations of the most innovative areas of the productive structure. He appreciates wine tasting of particular quality wines and he is willing to buy often expensive bottles of wine.

If the cellar is located in new wine production areas it is possible to find a real **talent scouts** or a wine **opinion leader**. They are wine passionate who write for magazines of the sector moved by the research of what is still unknown. They will influence the destiny of the wine cellars and of the area analysed.

Tab. 4 Categories of "enotourists"

|                               | <i>OCCASIONAL TOURISTS</i>                                   | <i>WINE TOURISTS</i>  | <i>TALENT SCOUT</i>   |
|-------------------------------|--|---|---|
| <i>SENSITIVE TO</i>           | -Nature and traditions                                       | -Fame e prestige of the cellar<br>-Specifics of the cellar                              | -vinegrowing and innovative enology                             |
| <i>THEY BUY</i>               | -Loose wine<br>Commodities                                   | -precious wines   | -rarities only<br>-different range                              |
| <i>IMPORTANT ELEMENTS</i>     | -Genuine traditions,<br><br>-affordable prices               | -quality<br><br>-reputation<br><br>-novelty<br>-rarities                                | -Novelties<br><br>-qualitative Excellence                       |
| <i>WHAT THEY WISH TO FIND</i> | -superficial vacations<br><br>-Restaurants<br>-Entertainment | -Guided tours<br><br>-Meet the producer<br>-See productive stages<br>-taste the product | -see a different enology<br>-meet the workers<br>- wine tasting |
| <i>TYPE OF STAY</i>           | -shorts , group visits                                       | Mid term, individuals   | -Deep and individual  |

## 5. Wine trails according to a CENSIS research.

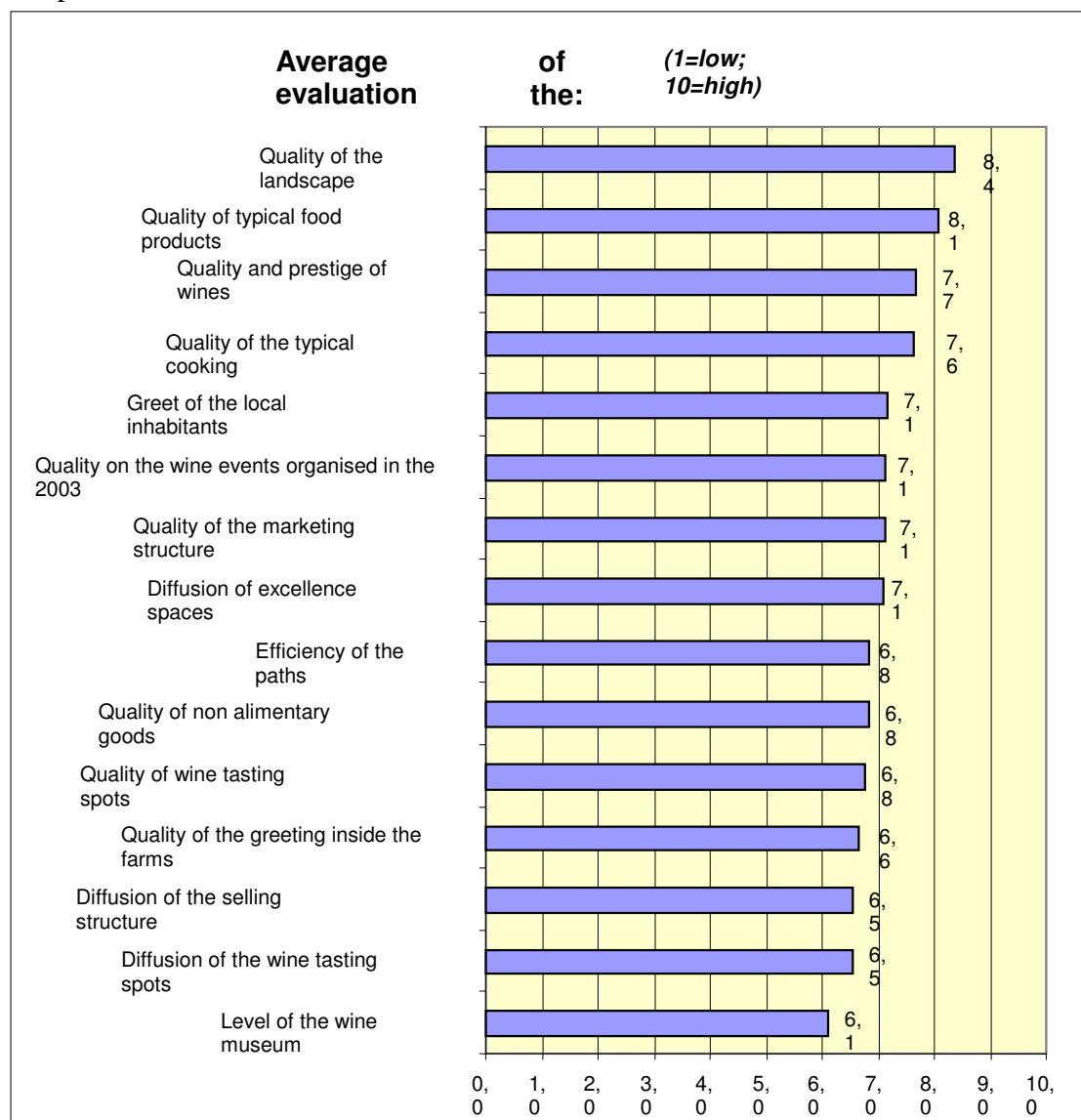
Censis Servizi recently realized a poll to which answered 38 wine trails: 35 of them are acknowledged by laws or regional regulations, and 3 of them can be defined as “spontaneous” and they aren’t acknowledged by the law. The redemption rate near to the 35% allows a quantitative analysis of the national experience. It is possible to theorize on several successful factors within the wine trails.

Usually a wine trail involves 14 public employees (working for the local council, for mountainous communities or provincial public administration), and 57 private

operators (producers, cellars, wine shops exc.). Most likely all of the wine trails involve over 1,400 public employees and about 6,000 private ones.

A wine trail is usually divided into sectors to differentiate the supply of tours and stays. There's an average of 4.1 paths per wine trail.

Graph 3



17 of the 38 interviewed wine trails (45 % of them) have their own museum and wine merchants (tab 5).

Tab. 5 The territorial Plot

| services connected to the trails | value | Average rate |
|----------------------------------|-------|--------------|
| Public operators                 | 481   | 13,7         |
| Private operators                | 2.166 | 57           |
| Paths                            | 135   | 4,1          |
| Trails with a museum             | 17    | 44,7         |
| Wine merchants                   | 14    | 36,8         |

Source: Censis servizi 2004

The direct and indirect impact on employment of the wine trails is still marginal: in the 38 considered wine trails only 15 direct workers have a full time job (0.39 worker per street) and 22 are direct part-time or occasional workers (0.58 worker per street), while the indirect full time workers are 23 (0.61 per trail) and the indirect part time/ occasional workers amount to 65 units (1.71 per trail). (See tab 6)

| Tab. 6 workers of the wine trails | direct workers |                        | indirect workers |                        |
|-----------------------------------|----------------|------------------------|------------------|------------------------|
|                                   | total          | average rate per trail | total            | average rate per trail |
| full time                         | 15             | 0,39                   | 23               | 0,61                   |
| part-time / occasional            | 22             | 0,58                   | 65               | 1,71                   |

Source Censis Servizi 2004

In the 2003 the expenditure for the wine trails amounted to 1,074,082 million euros (about 56,500 euros per trail). 583,992 thousands euros where destined to the ordinary management of the streets (32,400 euros per wine trail) while 440,490 euros where destined to the extraordinary management (31,500 euros per wine trail), barely enough to pay for few workers, bills and adverts.

## **6. The wine trails of southern Italy**

The following paragraph wants to give a synopsis of the current conditions of Italian vinegrowing. In particular it refers to the prestigious Doc. The goal of this study is to highlight and valorise wine production through the discovery of wine trails.

The Italian Mezzogiorno is nowadays an area with a great unexploited potential. Wine production is certainly a winning strategic choice under many circumstances (considering the over 1,000 wine-bars, wine merchants and inns whose finance amounts to over 3000 million euros), especially if connected to the development of the new types of food and wine tourism. The attention led on high-quality wine production is greater than before. It is intended to emphasize the factors that make those wines unique (geological and weather conditions, traditional techniques and history of the local vineyards).

The wine tourism moves ranks of “tourists of the territory” or “fine tastes seekers”. Its profits are in constant growth. This circumstances match with the opportunity of promotion for the agricultural and alimentary heritage of southern Italy and with the strategies for an economic expansion in the Mediterranean. This heritage, according to the tourist eyes, has to include geological aspects as landscapes, and resources of human capacities, strongly appreciated by every customers/travellers who is willing to encounter new aromas and flavours in his path.

The sea, the coasts, the islands, the scenery, of course will enchant the tourist’s mind and eyes.

Wine isn’t anymore just a beverage, but it is now an occasion to enjoy life, to feed the tourist fantasy in the discovery of new territories, cellars, products, typical cooking, in unexpected ways.

Wine districts have a potential ten million visits of Italian tourists who are willing to experience a tour in the wine trails.

## MOLISE

Vineyards extension amounts to more than 9,000 hectares and the annual production doesn't exceed the 300,000 hectolitres.

In the region of Molise, as it happens in Abruzzo as well, the most widespread vine type, among the red berry varieties, is the "Montepulciano" one, followed by "sangiovese, Barbera, Bombino Rosso, Aglianico, Bovale Grande Nero or Tintilia, and Cilieggiolo", while among the white berry ones prevails the "Trebiano Toscano", followed by "Bombino Bianco, Greco, Caccaccone, Cacciadebiti, and Malvasia". Those vineyards have been placed side by side to other International vineyards like Chardonnay, Sauvignon, and Cabernet Sauvignon, white and black Pinot. All those vines together with the "Greco Bianco" and "falanghina", imported by Campania, represent the formation of the MOLISE Doc

Largely, wine production in Molise takes place in the hills fading to the coast and bordering with Puglia and Abruzzo. Rigno and Biferno rivers flow through the towns of Campomarino, Guglionesi and Larino and dive on a wide expanse of hilltops vineyards whose elevation doesn't go beyond the 500-600 meters. This is the territory of the Biferno DOC. The ruby red colour of wines turns darker by the aging.

Vinegrowing cultivation changes according to hillside or mountainous characteristics. In the internal mountainous areas, the territory is inaccessible and vinegrowing is concentrated in 2 zones: the northern one and the south-western one. The first area is the "Alta valle del torrente verrino" where the main centre is the city of Agnone. Vineyards reach altitudes of 600-800 meter and a difficult mountainous vinegrowing here takes place

The second zone is settled south-west of Isernia along the alluvial deposits of the high watercourse of Volturno. The altitude is relatively low and the conditions are more suitable. Other rivers flow here, in the province of Isernia, towards Campania.

This two areas share the Doc of "Pentro di Isernia", or simply "Perno". The towns legitimate by the doc Molise to produce the numerous protected wines are 70. In addition to the three Doc there are 2 IGT wines: Osco (Terre degli Osci) produced in the province of Campobasso and Rotae produced in the province of Isernia.

Wine trails: None



## PUGLIA

The richness of the doc in this region is supported by a thick structure of wine trails. Those integrate with the most important wine producing areas. Their path travels along different landscapes and approaches the extraordinary signs of a vast historical background that contributed to build the culture from the populations that lived there in the past centuries.

The heterogeneous grounds allow the cultivation of a considerable variety of vineyards in particular autochthons ones through which are produced high quality and prestige wines.

The 25 Doc and the 6 Igt are a rich heritage of Puglia. The doc and Igt wines are distributed in uniformity in 4 areas: Daunia, Terra di Bari, Salento, where the concentration is more intense, and Tarantino, where the extension is limited.

L'Aleatico di Puglia has been produced for a very long time all over the region: from the grounds bordering with Molise, to the extreme southern place, behind Capo S.Maria di Leuca, at east and west too until the Gargano promontory.

The northern side of the region, the "Daunia", took its name from the Dauni population. Together with the famous aleatico, prevails the red wine, coming out from numerous Italian and autochthons vineyards: doc of "Rosso di Cerignola" and "Cacc'è mmitte di Lucera".

Orta Nova and San Severo are 2 other Doc enriching of many vine types the supply of this area: "Rosso Barletta", "Rosso Canosa", full body and dry, and "bianco Gravina", fresh and harmonic. In the Doc of "Castel del Monte" and "Gioia del Colle", merge the most diverse types of white, red and rosé wines, obtained by the use of numerous pure autochthons vineyards (Bombino white and Black, Aglianico, Uva di Troia, Primitivo, Negro Amaro, Malvasia nera). Together with these wines we can find many other international wines of international tradition.

In the north of the country prevails the white wine of Locorotondo, Martina o Martina Franca and Ostuni. Doc

the central and southern areas are rich of different Doc wines: especially red and rosé ones.

The Alezio and Brindisi Doc, will be qualified as reserve wines after an aging process of two years.

Red wines of the Nardò, Squinzano, Copertino and Matino Doc areas present a ruby red colour of different intensity.

The autochthon vineyard of Negroamaro, typical of Salento, enriches the Galatina, Leverano Salice Salentino Doc areas with red, white and rosé wines.

Malvasia producers obtain numerous white wines in Leverano Doc, just like the numerous and diverse wines cultivated in Lizzano doc: red wines of a pleasant and harmonic taste, sometimes sparkling

The Ionic side of Salento and the province of Taranto offer composite fragrances of one of the most symbolic Doc production of the region: the “Primitivo Rosso di Manduria”.

Wine trails: 9

Strada dei Vini Doc della Daunia

Strada degli Antichi Vini Rossi

Strada dei Vini Doc Castel del Monte

Strada dei Vini Doc della Murgia Carsica

Strada dei Vini Doc Locorotondo e Martina Franca

Strada del Vino “L’Appia dei Vini” Doc Brindisi-Ostuni

Strada dei Vini Doc Primitivo di Manduria e Lizzano

Strada del Vino Vigna del Sole

Strada del Vino del Salento.

## CAMPANIA

The origins of wines in Campania are ancient and prestigious as well. The main vines are “Falernum”, “Greco di Tufo”, (surely arrived with ships from Greece to the colonies), and the “vitis ellenica”, nowadays known as Aglianico. These are widespread all over southern Italy and give out very different products in the several areas. In Irpinia, the weather and the volcanic nature of the ground exalt wine characteristics. In the ancient taurasia, so-called during the sannitic period, well known for “vigne optime”, will be found the only doc Campania, the “Rosso Taurasi”.

The Aglianico vineyard is a base for rich productions of red and rosé wines cultivated in the Aglianico del Taburno and Taburno Doc. It includes the province of Benevento. White wines come instead from Falanghina, Greco and Coda di volpe, testifying a rich ampelographic variety of the region; in the same area insist many other Doc. The ancient italic territory gives the name to the Sannio Doc where Aglianico, Barbera, Piediroso, Sciascinoso are cultivated.

From A particular process applied to grapes and vines comes out the Passito. Very pleasant wines are produced from the Solopaca Doc too. In this hilly area are produced Guardia Sanframondi o Guardiolo Doc wines at the altitude of 600 meters.

The traditional production of “Sant’ Agata de’Goti” or “Sant’ Agata dei Goti” Doc is the white wine obtained from Aglianico and Piediroso grapes;

In the province of Avellino, from Greco and Coda di volpe, with the addition of Trebbiano Toscano, are produced Fiano di Avellino and Greco di Tufo Doc. The northern and southern internal areas produce many other Docs in addition to the already vast supply of high quality wines of Campania.

The Doc Galluccio includes white, red and e rosé wines. It interests the province of Caserta and the vineyards of the limestone promontories of Màsico and the dead crater of Roccamonfina. The Falerno del Massico doc, includes white red and primitive wines coming out from Aglianico, Piediroso e Barbera.

The production of white wine of the Aversa, or Asprinio di Aversa Doc, is connected to the conservation of the typical form of “alberata aversana”, considered as an environmental and cultural good of this corner as vines get mixed up with the branches of the poplars.

The southern part of Salerno province contributes to the Regional wine industry with Castel San Lorenzo and Cilento doc. The Doc of Cilento welcomes a dry Red, a fresh Rosé and a light white wine. Probably the consciousness of an ancient tradition in wine production of Campania makes the producers prefer, rather than the experimentation of new vines, the production through a small innovation of grapes like the Aglianico, Greco, Falanghina, Coda di Volpe, grapes like Pér ‘e palummo, Biancolella, Forastera, Sciascinoso, Malvasia, Fiano.

The Gulf of Naples, the islands and the peninsula Sorrentina, are areas particularly vocationed to vinegrowing. The 6 Doc generated from the traditional Campi Flegrei Doc vines, prove this vocation.

Ischia became a Doc in the 1966, the third Italian doc. It gives nowadays an added value to ancient autochthonous wine productions. The whites, from Biancolella and Forastera, the reds from Pèr 'e palummo, are medium body wines with medium tannins. The Biancolella grape, rare and prestigious, grows on terraces of a range between 500 and 1500 meters high on the sides Epomeo Mount. Vineyards are placed on the sides of Vesuvio as well. The varieties are Coda di volpe, Verdeca, Falanghina, and Greco, regard white Piediroso, Sciascinoso, and Aglianico. The wines of the doc Vesuvio are Lacrima Christi del Vesuvio, white, red and rosé types. The denomination of "Lacrima Christi del Vesuvio bianco" can be used to define types of sparkling and liquorish wines.

The extraordinary weather of Capri is perfect for traditional vineyards, producing white and red wines in the Doc Capri.

The southern side of the peninsula has a rough morphology. This is the area of the Doc Costa d' Amalfi where it is possible to see vines on the sides of the slopes exposed to wind and saltiness.

Wine trails: 6 non-official

Strada dei Vini del Sannio e del Beneventano

Strada dei Vini della "Terra di lavoro"

Strada dei Vini dell'Irpinia

Strada dei Vini dei Campi Flegrei, Isola d'Ischia, Vesuvio

Strada dei Vini della costiera Amalfitana e Isola di Capri

Strada dei Vini del Cilento

## BASILICATA

The volcanic valley of the Vulture, offers the surrounding a great richness of minerals. This area has strong temperature excursions crucial to exalt the aromas of wine. The altitude of the territory, hilly and mountainous, and the appropriate weather conditions are particularly suitable for the production of high quality wines. The Doc production amounts to over 1.390 hectares divided into 15 towns

L'Aglianico del Vulture is one of the best Italian wines since 1971. Its qualities have been awarded by the acknowledgment of the Doc, the only one of the Region.

Many traditional and autochthons vineyards complete the production panorama. The whites are: Fiano, Bombino Bianco, Asprinio, Moscato Bianco, and Trebbiano Toscano. The reds are: Aleatico, aglianicone, Ciliegiolo, Bombino Nero, Malvasia Nera, Sangiovese.

Basilicata has 2 IGT wines: Basilicata e Grottino di Rocanova.

Wine trails: dedicated to Aglianico del Vulture, path undecided yet.

## CALABRIA

Greeks called it enotria. Calabria is a perfect land for vinegrowing.

For a long time Calabrian wines have been used as wine cutters to increase the body of other well-known national wines. The award arrived in the 1969 with the Cirò Doc, The first wine awarded for its personality. Its cultivation still keeps the shape of "alberello basso", typical of the ancient Greek vines. The other vines are Gaglioppo, "Principe Nero", Mantonico, and Greco Bianco.

Calabria has a variety of local and traditional vines whose importance is growing in the eyes of mid sized businesses producers.

La Calabria has been acknowledged of 12 Doc e 13 Igt, concentrated in the provinces of Cosenza. This is the most diverse and extended area of the Region. Its wide valleys are particularly made for wine. The production of the Crati valley are now included in the Donnici and San Vito di Luzzi Doc. The red wine is dry, while the rosé one has a delicate fragrance and a light aroma. The same types of wine are the Doc San Vito di Luzzi.

The Doc Savuto, whose grapes come from the valley of the homonym river, cultivates red and rosé types. The vines of two other Doc enjoy the benefits of limestone grounds in the Massiccio del Pollino Doc. The Doc Pollino produces a ruby red wine and a cerasuolo red. The Tyrrhenian side of the mountain supplies grapes for white red and rosé wines of the Verbicaro Doc.

The vineyards of the Ionic side of the Sila Mountain, in the province of Crotona, are the direct heirs of the Greek vinegrowing. Three Doc awarded a production of great fame

and prestige. The Doc Cirò includes the most ancient Italian wine in a clayey productive area.

In the hills of the Alto Marchesato, sloping towards the ionic coast there are luxuriant vineyards of Gaglioppo, fed by the Mediterranean sun. If produced in the territory of Cirò and Cirò Marina, it is indicated as a Classical; once they have reached the minimum 13, 5° degrees, they will get the Superiore qualification, and will become Riserva after two years aging. The rosé one is dry and harmonic; the whites are pleasant and lively.

Olympic athletes of Magna Greece used to cheer to sportive victories with the ancestor of Cirò, the Krimisa, produced in Sibari and Crotona.

As often happens in the Region, the Doc Melissa comes from the name of the city involved in the production. The Doc of Sant' Anna di Isola Capo Rizzuto is reserved to a red and to a rosé of a harmonic and round taste.

Catanzaro surprised for its high enologic vocation, especially in the hill side closing towards the Gulf of S.Eufemia, on the Tyrrhenian sea. The most important wines are here protected by two doc. Four types of wine characterise the Doc Lamezia. The Bianco Greco is fresh and harmonic. the zone called Scavigna, in the province of Catanzaro, gave the name to the Doc comprehending the Bianco, Rosso e Rosé types.

The land that in the 1972, gave back the extraordinary Bronzi di Riace, charmed by great fascination, produces the Doc Bivongi. The wines are a Bianco, a Rosato and a Red

According to experts, The best of calabrian wine production is reached by dessert wines. If they are right the, Greco Bianco, well known and appreciated in the past, source of passiti great quality represents the symbol of these desserts wines. The best product of the whole Calabrian production is made in Reggio di Calabria and comes from this vine: it is the Greco di Bianco produced in the ionic side of the Calabrian territory in a quite small area.

In Calabria, the itineraries of the 11 wine trails, along with vineyards and the most relevant productions, have been called , like in other Italian regions , Strade del Vino e dei Sapori. Wine and Flavours are considered as two complementary parts of the Italian culture and, at the same time, display of customs and tradition. Wine industry must

support the local typical food industry because from this cooperation we all would benefit of the widespread of the rich range of fragrances and aromas.

Strada del Vino e dei Sapori del Pollino – Castrovillari

Strada del Vino e dei Sapori della Sibaritide

Strada dei Sapori del Medio Tirreno Cosentino

Strada del Vino e dei Sapori del Brutium

Strada dei Sapori Silani

Strada del Vino dei Saperi e dei Sapori

Strada del Bosco e del Vino

Strada del Vino e dei Sapori Lamezia

Strada dei Sapori Cassiodorei

La Strada dei Sapori del Poro

Strada del Vino e dei Sapori della Locride

## SICILIA

For too long Sicilian vineyards produced low-profile products, oriented more towards high alcoholic rates. Sicily nowadays furnishes the 14% of the total national Italian production. This made possible the production of quality wines whose constant growth is causing the conquer of large shares of the market.

Currently the controlled denomination of origin wines are 19 while 7 are the IGT ones, concentrated especially in the provinces of Palermo, Trapani e Agrigento, but registering significant presences in many other areas as the archipelago surrounding Sicily. In this region the production of wines and vines is huge. The production of sweet wines as, passiti and Marsala in general, well known all over the world was pleasant even to Admiral Nelson.

White and Red Marsala, has always been produced in 2 different types according to the sugar contained: Marsala Rubino, Fine, Superior Riserva, Vergine, Soleras, Stravecchio and Riserva, and Dry, Semidry and sweet. The different types have been obtained by the mixture with Grillo, Catarratto, Pignatello, Calabrese, Nerello Mascalese, Damaschino, Inzolia and Nero d'Avola grapes. A big area, behind the area of Marsala, in the provinces of Trapani And Palermo, produces grapes where high quality wines

come from as the Alcamo Doc wines (since 1972), whites red rosé sparkling, Novello and Riserva. The southern part of the province of Trapani produces white and red wines, Novello and Spumante too, from the Doc Delia Nivolelli. In some territories of the provinces of Trapani and Agrigento, the Controlled Denomination of Origins in Menfi has been designed to White and red wines, Riserva as well. Diverse types are created by their corresponding vineyards.

The province of Agrigento counts on numerous Doc: Sambuca di Sicilia, Santa Margherita di Belice, Sciacca and, in common with the province of Caltanissetta, Contea di Sclàfani, bianco, Red and rosé, wines of assorted nature.

Contessa Entellina and Monreale, both of them red, rosé and white are the Doc of the province of Palermo. White, red, rosé, Superiore, Spumante and Vendemmia tardiva are wines of the Doc Riesi, province of Caltanissetta. The white comes from Ansonica and Chardonnay grape together with other non aromatic vines.

In a relatively tight zone the provinces of Ragusa, Caltanissetta and Catania, with Frappato and Calabrese, grapes produce the Cerasuolo di Vittoria. This is one of the very few wines that own a birth certificate and place of birth: in the 1606, the founder of the city of Vittoria, Vittoria Colonna Enriquez, gave to the first 75 colons one hectare of land, with the condition that they cultivated one more vineyard.

The Etna, red or rosé, is produced with Nero d'Avola, Frappato and Pignatello: other wines are produced by the corresponding vines: Nero d'Avola, Frappato, Pignatello, Pachino. The last one if aged for 2 years can be qualified as Riserva. Two distinct areas of the province of Siracusa produce the Moscato di Siracusa, white, and the Moscato di Noto Naturale o Moscato di Noto.

Nowadays the Mount Etna, an active volcano gives the name to a doc: The Etna doc.

Faro, red, is produced, instead, exclusively in the territory of the town of Messina. The Malvasia delle Lipari is typical of the archipelago of the Aeolian islands; A wide range of white wines is produced in the sunny island of Pantelleria, where are produced the homonym denominations: Moscato di Pantelleria, Passito di Pantelleria, and Pantelleria, in the types Liquorish, Spumante and Zibibbo dolce.

Wine trails: 8

A wine trail existed in Sicily even few centuries before Christ. It connected the Ionian to the Sea of Sicily along hilly path called appropriately “la Strada del vino”. This



itinerary linked Catania to Camarina, whose harbour was a natural exit for the commerce of the southern part of the island. It touched Lentini, Caltagirone, Acate, Vittoria and Comiso, and still shows evident signs of a wine industry as machineries for the construction of wine amphora. The archaeological museum of Camarina still conserves numerous wine amphora, found in the bottom of the sea near by the city.

Strada del Vino Alcamo Doc

Strada del Vino di Marsala Terre d'Occidente

Strada del Vino Terre Sicane

Strada del Vino Val di Mazara

Strada del Nero d'Avola e Cerasuolo di Vittoria

Strada del Moscato di Noto e del Moscato di Siracusa

Strada del Vino dell'Etna

Strada della Malvasia delle Lipari

## **Conclusion**

According to the vinegrowing, Southern Italy has a millenary tradition. It is believed that it is the place where the enologic culture started. In the past century, although, our territories didn't experience the same success of the northern territories, as France and Northern Italy, producers of high quality traditions. For a long time, southern wines have been considered useful, according to their alcoholic percentage, only for the assembling with refined and aromatic wines of the northern regions. Therefore, the consumes of the southern production depended, for a long time, on local commerce and loose sellings. In the last decade it has been experienced an evolutive process of southern vinegrowings. The recent tendencies are: the reduction of vineyards cultivated surfaces and the orientation towards quality rather than quantity productions in order to conquer national and international market quotas.

In addition the common agricultural policy (CAP - Politica Agricola Comune) in the past decades caused the reduction of production through a deep reconstruction of the stages to get straight to the final customer and give him what he wants.

The CAP led to a strong reduction of common productions, moving towards quality vinegrowing. The Common Market Organization (CMO) introduced derogations for quality productions and permitted to rescue important ampelographic biodiversities.

In this contest le strade del vino are an instrument with a double goal: incentive compartments of small dimensions too often affected by development limitations, and at the same time, influence the tourism in a positive way.

In the recent perspective though, le strade del vino of Southern Italy, remains a phenomenon of unexploited potential, rather than concretely realized. Management structures, organisation centres, knowledge paths, use of cooperation among activities as cellars and wine business, lack limiting the diffusion of the wine not only as a good but as a interest catalyst connecting the consumer to the territory, to its history, traditions and population. The structures oriented to valorise the product and to influence the perceptions of the consumer regarding the product are missing. It is impossible then to modify the types of its needs. It is necessary then to turn the product from commodity, source of scarce earnings and hardly protected by the producers, differentiate product “symbol of market fragmentation” protector of local wine industries.

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