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

Monica Faraoni, Ulrich Orth, Albert Stoeckl The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany 14	1 7
Chiara Certomà Standing-up vineyards: the political relevance of Tuscan wine production 16	
Kristen Riscinto-Kozub, Nancy Childs Conversion of Local Winery Awareness: An Exploratory Study in Visitor vs. Non-Visitor Attitude and Perception 20)1
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 22	25
Simon Kerma Wine tourism as a factor of regional development: the case of Primorska wine region, Slovenia 23	37
Francesco Marangon, Stefania Troiano Rural identity as critical success factor for wine and food tourism The case study of Friuli Venezia Giulia (Italy) 25	55
Michela Natilli, Pasquale Pavone, Maria Francesca Romano The language of tourists in a Wine and Food Blog 26	57
Angelo Presenza, Simone Iocca The role of restaurants in promoting local food. An exploratory research on a sample of top Italian restaurants 28	37
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	99
Philip Whalen Staging Terroir for Tourists in Burgundy's New Wine Museums 31	13